

*Plain
Talks*



GULF STATES UTILITIES CO.

AUGUST, 1957

Plain Talks

A magazine for employees of Gulf States Utilities Company

August, 1957

Vol. 35, No. 8

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity; Jack Stengler, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Marie Allen, contributing editor.

OUR NEW BUILDING

While we haven't altered the skyline of Beaumont, it should be a source of real pride to all Gulf Staters that our general offices are now housed in a modern skyscraper building.

Over the years, and it's true today, most of our efforts have been directed toward planning and building new power plants, transmission lines and other operating facilities to better serve our customers in this fast-growing area.

It's not surprising that, as our operating departments have expanded, so have all the other departments which make up our team. We literally outgrew the offices at Liberty Avenue and Pearl Streets and were fortunate to be able to obtain the well-constructed and spacious building which 300 Gulf Staters now call "home."

AFTER THE STORM

Hurricane Audrey is gone but not forgotten—especially by our line and service departments working in the hard hit areas. Audrey left calling cards aplenty, i.e. weakened distribution systems, leaning trees which balmy breezes topple into lines and broken limbs which drop across our distribution lines.

Audrey couldn't have picked a less opportune time to happen. Our customers are installing air conditioning, television sets, ranges, freezers, dryers, and water heaters at a record breaking pace throughout our service area. While the vast majority of our customers are having no service difficulties, there are a few who are being inconvenienced by interruptions. To these few, we can only say, "Please be patient. We're working as rapidly as possible to get our system back to normal."

OUR BRIGHT TOMORROWS

Employees from our Production and Gas Departments, who have just completed a series of special training courses held at the Service Center in Beaumont, came away shaking their heads in wonder at what the future holds for our Company and the area we serve.

At eight o'clock on the very first morning, they heard a Production Department official point out that, by 1962, we will have installed 981,000 kw of additional generating capacity — more than doubling our present system capacity of 844,000 kws.

Later on, they heard the T & D folks point out that, as a natural result of our doubling capacity, more and larger trunk lines will be built; and existing high voltage lines will be bolstered to deliver the vital electric energy across our 28,000 square mile service area.

They heard the financial story, the safety story, the sales story, the tax story, the rate story, the purchasing story and the free enterprise story.

It all adds up to a mighty impressive forecast of things to come, and the fact that such classes are being conducted by our Training Department is evidence that our Company is doing everything possible to prepare us for exciting times just over the horizon.

SALES SET RECORD

Appliance makers must smile when they receive sales reports from our service area. In the face of slumping appliance sales throughout much of the nation, dealers and distributors in our area, working closely with our sales people, recently completed the most successful range-water heater-freezer sales campaign in our history. Sales on all three appliances exceeded the assigned quota of 6,100 units by 1,369 units, or 122% of the quota.

We're happy about the record, too. It's proof positive that in the area we serve, folks do indeed "Live better . . . electrically!"

J.S.T.

DIRECTORS

Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy. S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

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OUR COVER



Like books, you can't judge a building by its cover. The "cover" on our new office building scarcely reflects the multitude of internal alterations and improvements which make it, in the words of one building authority, "one of the finest office buildings in the country." Functionally designed, properly lighted, tastefully decorated and comfortably heated and cooled, our new building is a credit to our organization. And, as a well-written book becomes more interesting with each page you read, our new building is more appreciated every day by those who call it "home."

OUR NEW GULF STATES BUILDING IS OPEN FOR BUSINESS

Move To 22-Story Skyscraper Marks Another Milestone In Our History



Dan Poulson, office engineer-executive, unlocks the door to our new show room as the new home office building "opens for business". At right, Mrs. Thomas N. Kinslow of 2805 Prairie Street, Beaumont, our first customer at the new headquarters, pays her bill to Mary Helen Rainer.

ON AUGUST 9, the last of the employees of the Beaumont general office said goodbye to the former headquarters, and moved across the street to our New Gulf States building at 285 Liberty Avenue. The move, which began last March, was completed by August 12 when the new building opened for business.

Completion of the remodeling of the 22-story skyscraper is another milestone in the history of our Company. Throughout our system, over the years, we have been building larger and more efficient power plants and substations, and bigger and better transmission lines to meet the fast-growing need for our services. As these operating facilities have expanded, so has that part of our organization which plans, coordinates and administers. The modernized office building provides urgently needed work space for our growing general offices.

While this is our first "home office" location change since 1925, our Company and its predecessors in Beaumont have moved several times since 1888, when the Beaumont Ice, Light and Refrigerating Company began serving the Beaumont area.

Our Company's first Beaumont offices were located on Cypress Street. In 1901 came the oil boom and the offices were moved further downtown to the old V. Weiss building on the north side of Tevis Street, near Pine Street.

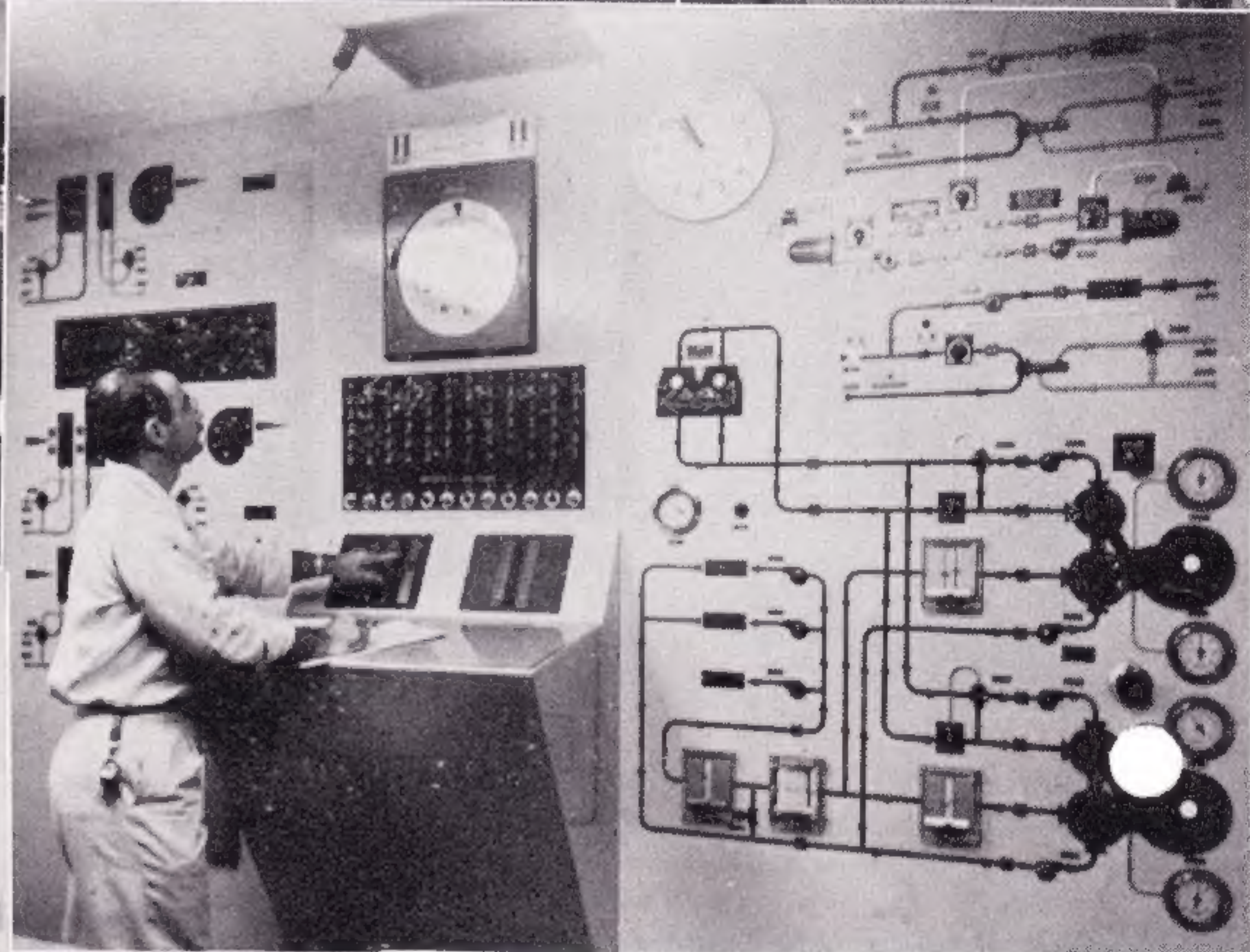
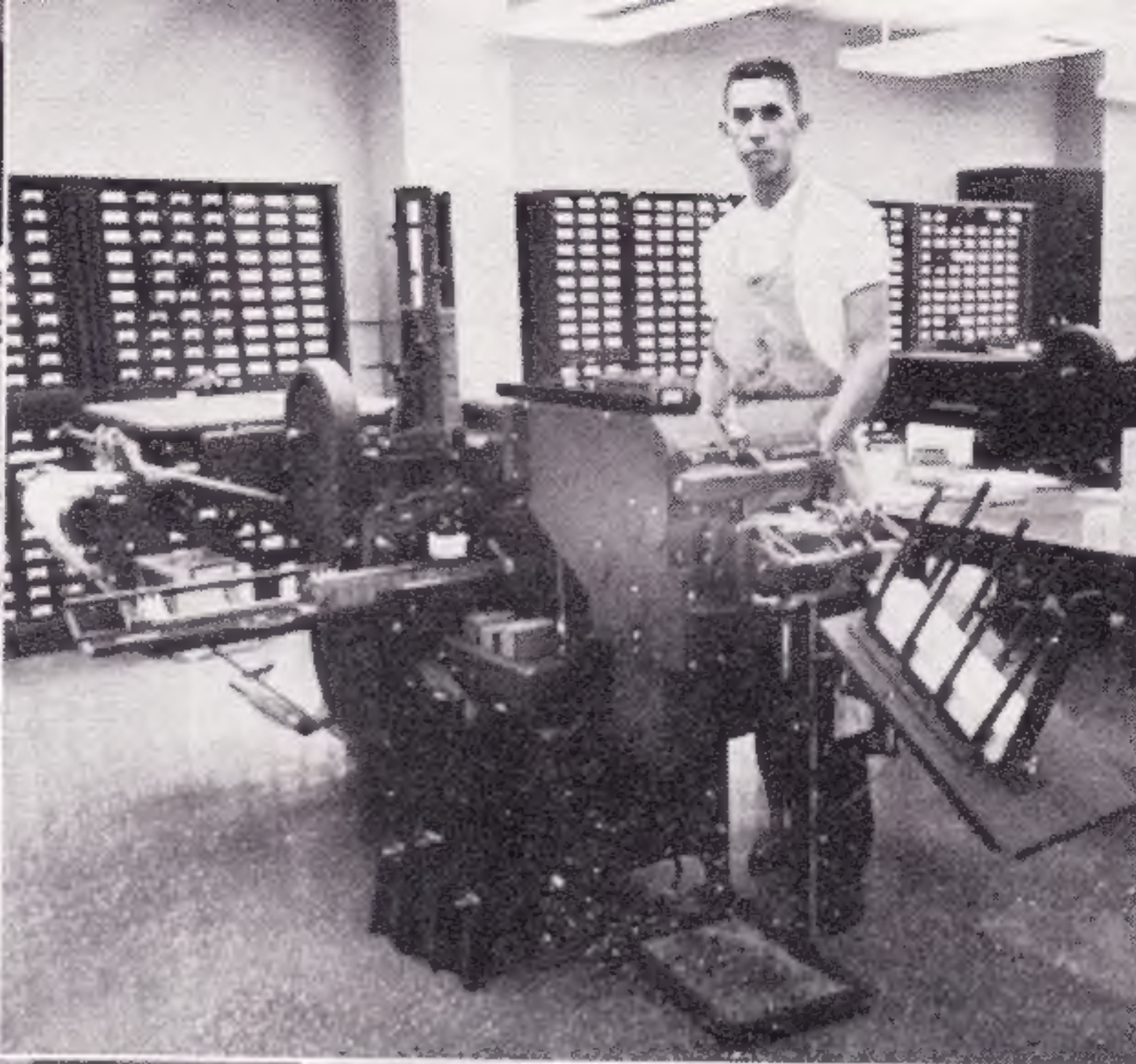
Last Move in 1911

Under new management in 1911, our Company sought more spacious quarters and purchased the old Interurban building on Liberty Avenue. Until its sale in April, this building at 362 Liberty was the home office address of our Company.

Approximately 300 of our more than 900 Beaumont employees work in the new building. At present, 18 floors are being used by our Company, and three more are available for use as the need develops. The location of departments is shown on page 3.

Some of the major improvements our 22-story headquarters boasts are shown below.

- Completely remodeled offices
- 320 telephones
- Modern lighting throughout
- Enlarged, improved switchboard
- Modern, all-electric kitchen planning center
- Air conditioning throughout, provided by 2 370-horsepower units
- Biggest wiring job in Beaumont history, using 1,016 miles of wire and 25 miles of conduit
- Three high-speed completely automatic, electronic elevators
- Housepower? The Gulf States building contains 1,073 wall receptacles and 417 switches, and there are 23 transformers with capacity of 886 kva to take care of 391 motors, 8,550 fluorescent tubes and miscellaneous electric loads

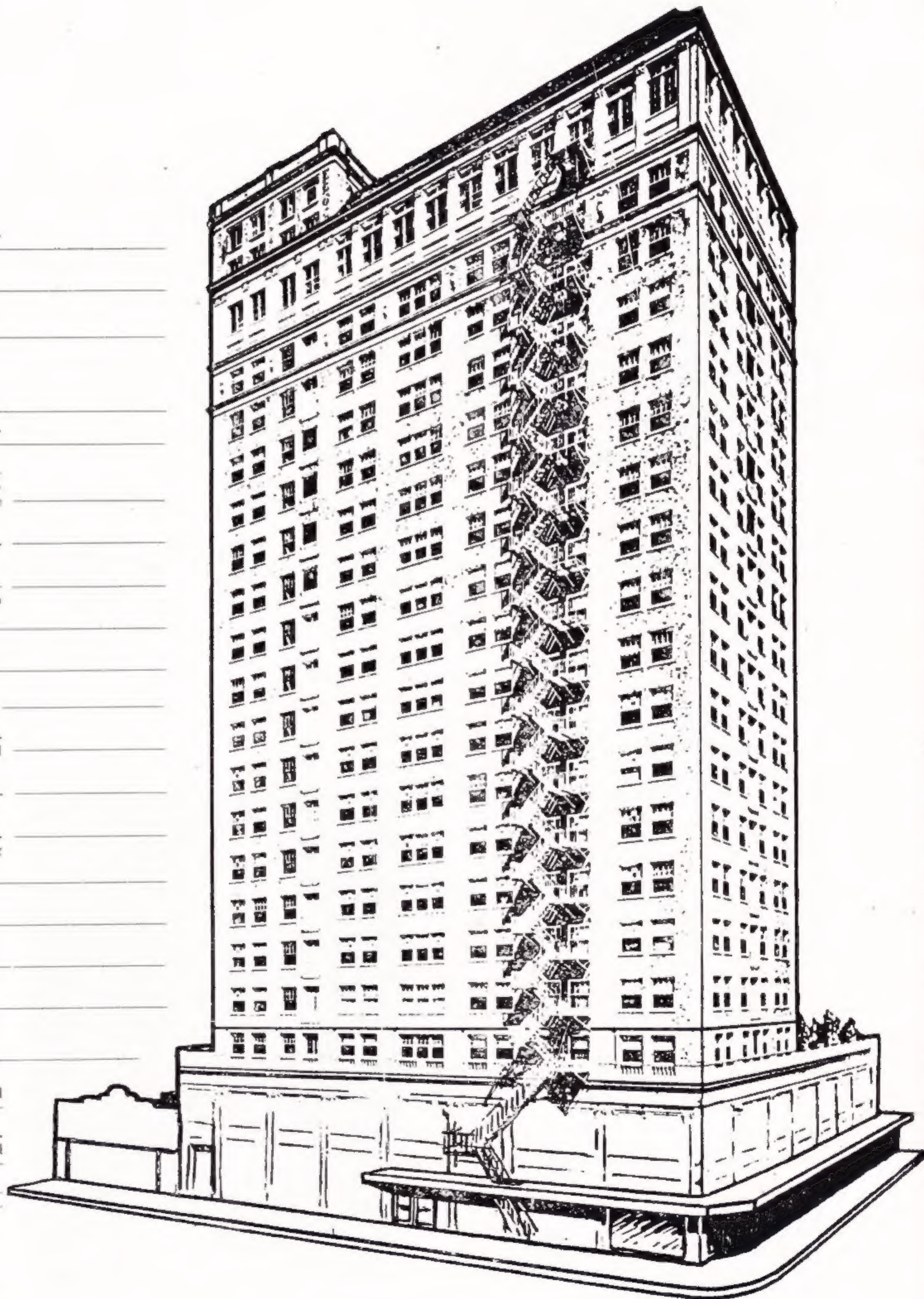


Scenes from the new building are, left to right, Nell Wilkins demonstrates a blender to prospective customers on the sales floor; addressing machine room; Lola Martin in System Residential Sales Department storeroom; General Accounting Department; safes containing customer accounts records; Gerald Dean at control board; Machine Accounting Department; Drafting Department; Post Office; Machine Billing Department.



Here's Where 300 Gulf Staters Live In New Building

- 22 Building Maintenance—Records—Air Conditioning—Elevator Equipment _____
- 21 General Storage _____
- 20 Assembly Room _____
- 19 Executives _____
- 18 Operations Department—Production Department—Records Storage Room _____
- 17 Engineering—Task Force—Civil Drafting—Right of Way—Land Rights & Survey Sections—Building Design & Office Maintenance Section _____
- 16 Engineering—Relay Section—Application Section—Planning Section _____
- 15 Engineering—Electrical Design & Drafting—Blue Print, Drawing & Tracing Files—Steno _____
- 14 Purchasing—Engineering Equipment and Standard Sections _____
- 12 Personnel—Claims—Training & Safety _____
- 11 Advertising—Industrial Sales—System Sales _____
- 10 Statistical Department—Steno Pool—Duplicating—P.B.X. & Telephone Equip. Room—Mail room _____
- 9 Beaumont Division Sales—Corporation Department _____
- 8 Rate Department—Credit Union—Meter Readers—Superior Customer Accounting & Billing Dept. _____
- 7 Additional Space _____
- 6 Additional Space _____
- 5 Construction Office _____
- 4 Additional Space _____
- 3 Beaumont Club (15 year lease) _____
- 2 General Accounting—Coffee Shop—First Aid Room _____
- 1 Billing Clerks—Collections—Customer Accounting Clerks—Showroom—Cashiers and Contact Clerks—Auditorium _____
- I.B.M.—Billing—Safes—Record Storage Vault—Building Services. _____



J. M. STOKES ADVANCES TO CLAIM DIRECTOR



Mr. Stokes

Beaumont Gulf Stater
Succeeds J. T. Reidy

J. M. Stokes, claim agent, Beaumont, has been promoted to the position of claim director. Mr. Stokes' promotion was effective August 1, coincident with the retirement of J. T. Reidy (PLAIN TALKS—July, 1957).

A native of San Antonio, Mr. Stokes attended public schools there and in Victoria where he also attended Victoria Junior College. He graduated from East Texas College of Law with an LLB degree in 1939 and was admitted to the practice of law in 1940.

Mr. Stokes has been employed with our Company for 21 years, beginning as a draftsman in the Engineering Department at Beaumont in 1936. Subsequently he worked as assistant to the general engineer and as engineering assistant. He was transferred to the Advertising Department in 1945 and in 1947 was made assistant advertising director. He was appointed supervisor of employee publications in 1950. In 1956 he became claim agent for our Company.

TWO NAVASOTA DIVISION TRANSFERS ANNOUNCED

V. B. Hereford, district superintendent at Conroe, has been transferred to Navasota, and W. E. Dinkins, district superintendent at Navasota, has been transferred to Conroe. The changes were effective August 1.

Mr. Hereford

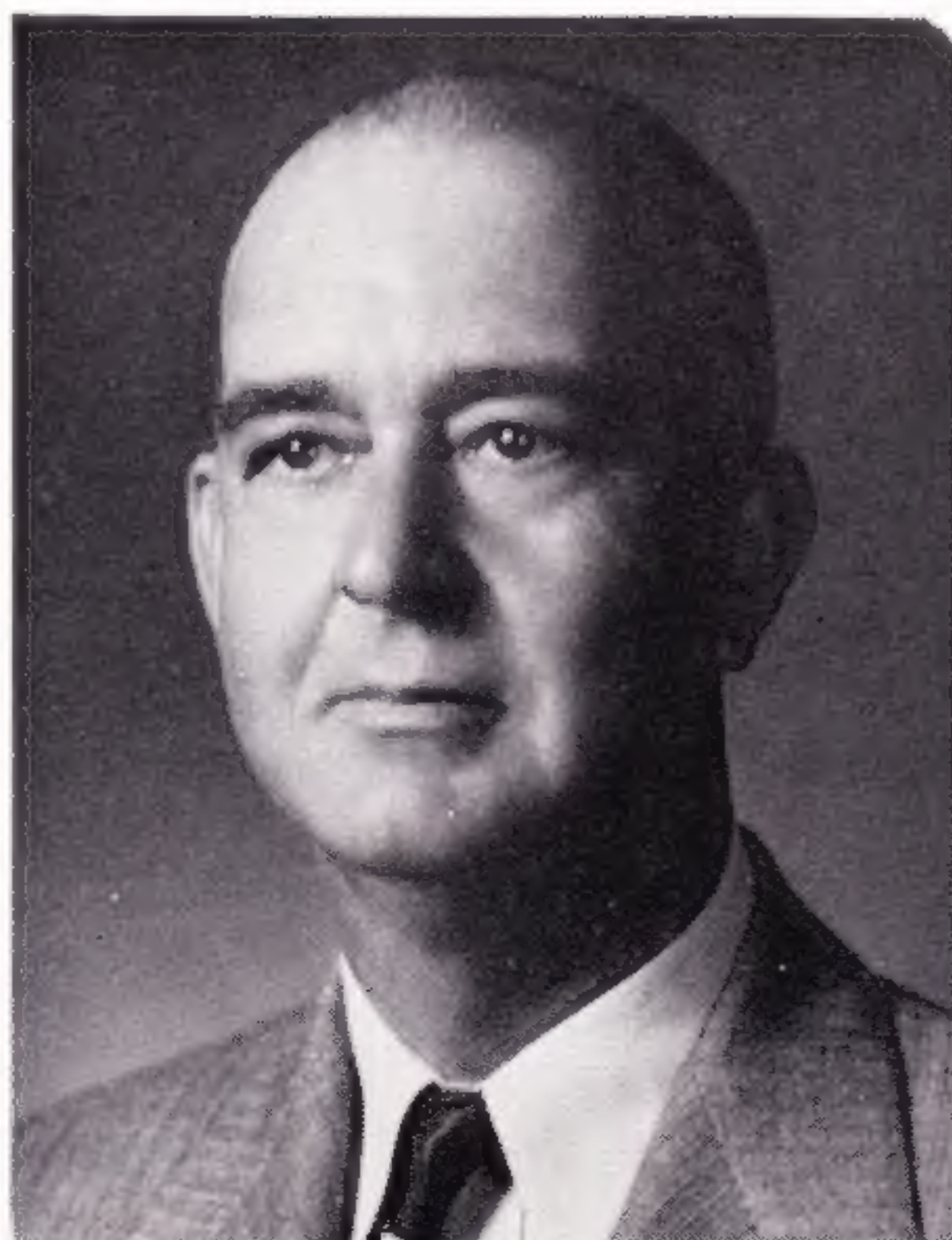
Mr. Hereford has been with Gulf States and its predecessor companies since 1921 when he became district superintendent at Cleveland. He was transferred to Madisonville in 1928, and to Navasota in 1948, prior to moving to Conroe in 1953.

Mr. Dinkins

Mr. Dinkins has been with Gulf States and its predecessor companies since 1927, beginning as a clerk at Beaumont. He subsequently moved to Navasota, Huntsville, Port Arthur, Nederland, Somerville, Trinity, Caldwell and Cleveland, before returning to Navasota in 1954.

V. B. Hereford To Navasota;

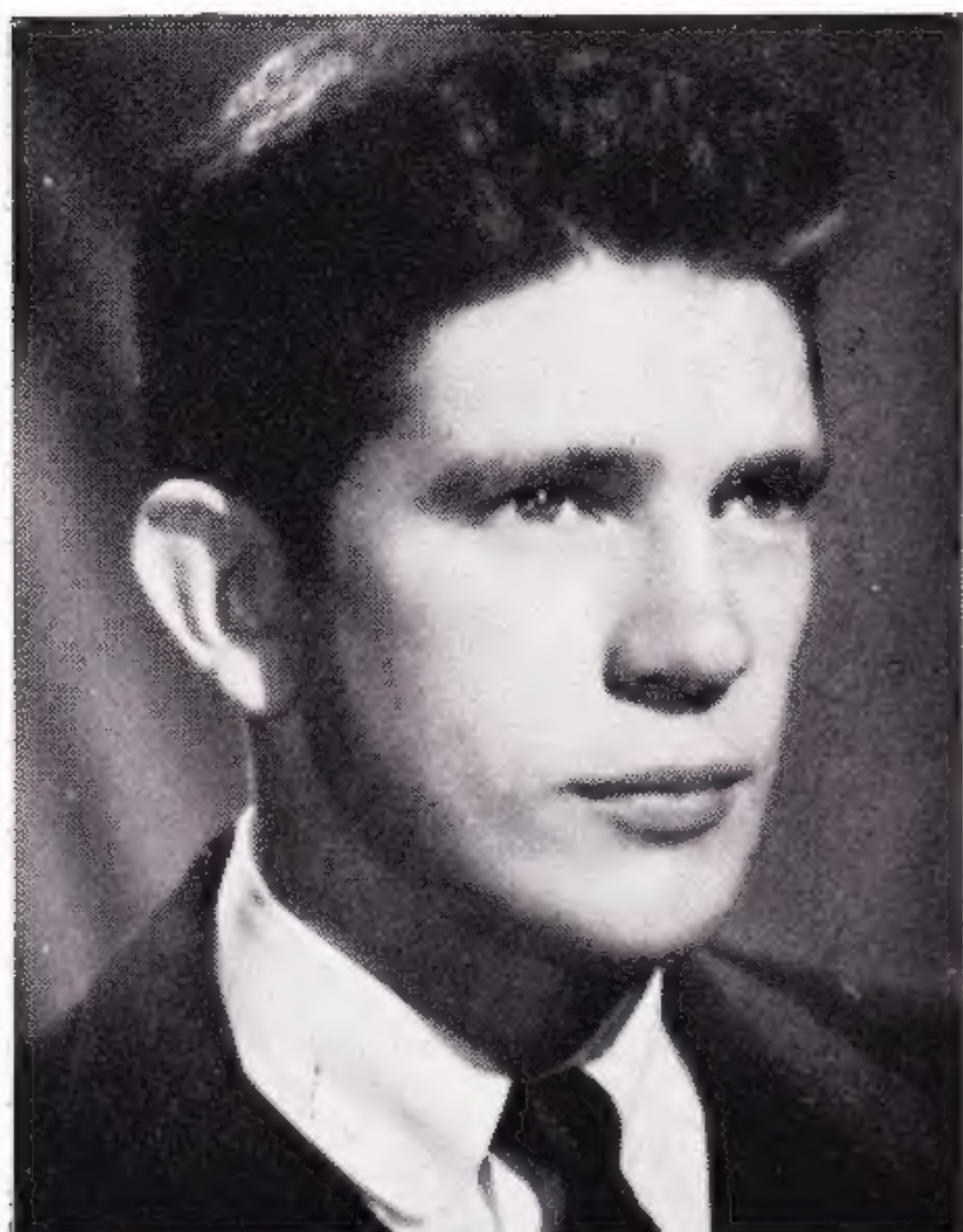
W. E. Dinkins To Conroe



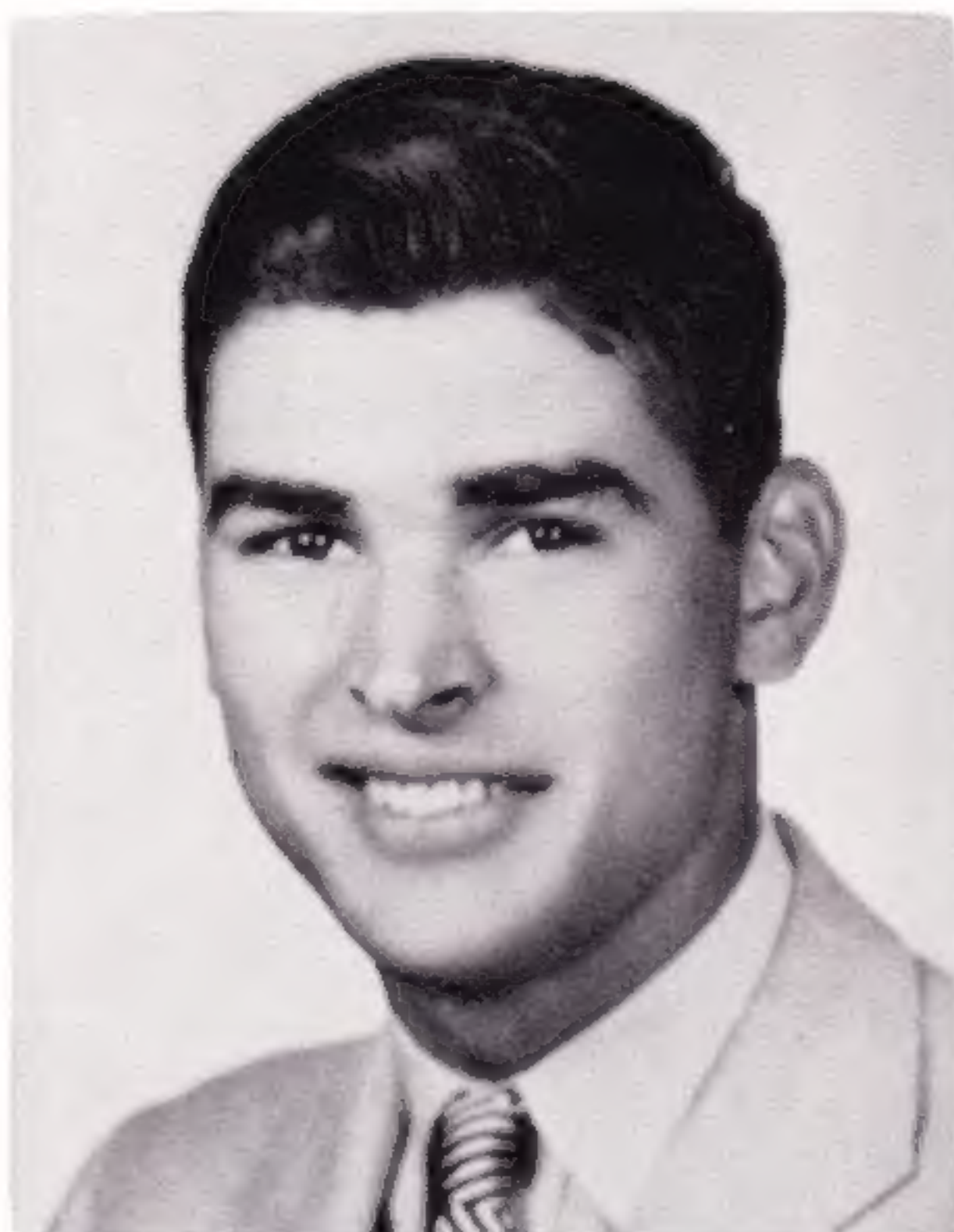
Mr. Hereford



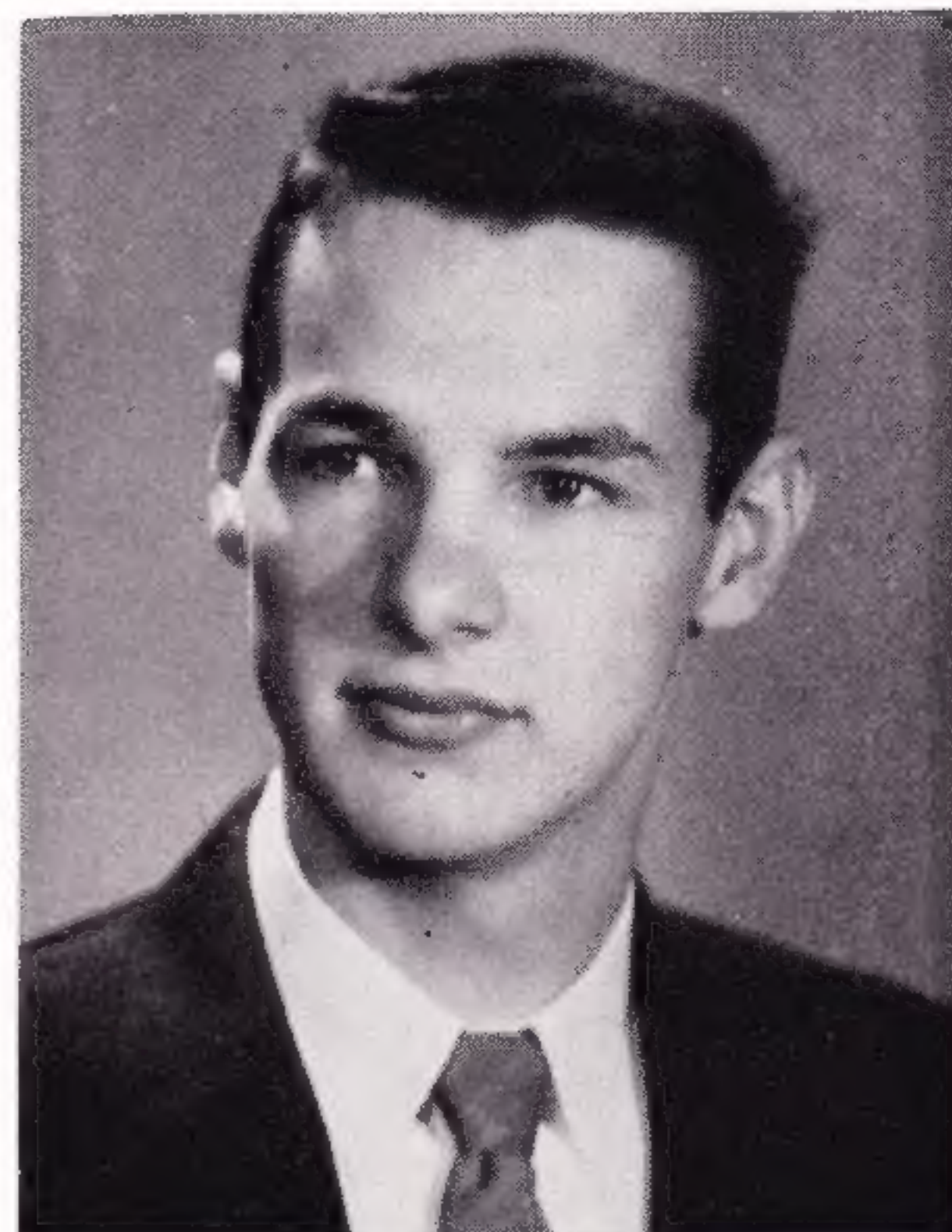
Mr. Dinkins



Robert Sherwood



John Sherwood



Lonnell Sandefer

SONS OF GULF STATERS ROBERT SHERWOOD AND HOWARD SANDEFER ARE HONORED

John And Robert Sherwood, Jr., Lonnell Sandefer, Make News

Two sons of Mr. and Mrs. R. W. Sherwood (he's engineering manager, Beaumont) and the son of Mr. and Mrs. Howard C. Sandefer, (he's sales representative, Beaumont) "did themselves proud" last month. John T. Sherwood received a \$500 scholarship from the Standard Oil Company of Texas and the Department of Petroleum Engineering at the University of Texas for the year 1957-58, while his brother Second Lieut. Robert W. Sherwood arrived at Reese Air Force Base to enter the basic multi-engine pilot training program. Lonnell Sandefer was accepted by the U. S. Naval Academy at Annapolis.

John Sherwood

This marks the second year in succession that John, a fifth year petroleum engineer major at the University of Texas, has been one of two recipients in the state. The past Spring he was elected president of the American Institute of Metallurgical and Petroleum Engineers, honorary society at

the university. He is also a member of Tau Beta Pi, honorary engineering fraternity, and Sigma Gamma Epsilon, honorary earth science society. As a freshman, he was named to Tau Beta Pi, honorary engineering fraternity, and has since been listed on the engineering dean's honor roll.

Robert Sherwood

Robert, while stationed at Reese Air Force Base, will receive 110 hours of flight instruction plus military and primary pilot training at Moore Air Base. Before entering the service, he attended Georgia Tech College, where he graduated in 1956.

Lonnell Sandefer

Lonnell was sworn in to the U. S. Naval Academy at Annapolis, Maryland, July 18. He was a principal appointee of Congressman Jack Brooks.

A freshman at Lamar State College of Technology in Beaumont last year, Lonnell was a member of the Debate

Team and of Sigma Phi Epsilon, national social fraternity.

Lonnell is also a member of Civil Air Patrol. Last year he was selected for the International Cadet Exchange and was one of six CAP cadets from the U. S. to visit the Netherlands for a month. He was also selected as the first CAP cadet in Texas to attend the biennial CAP Congressional dinner in Washington, D. C. last year. He held the rank of cadet captain with the CAP for two years and was recently transferred to the senior division and made commandant of the cadets, being one of the youngest to hold that position in the U. S. He also holds a Certificate of Proficiency from CAP and is one of the youngest qualified air observers in the U. S.

In addition to these activities, Lonnell is an active member of the First Baptist Church in Beaumont where he is affiliated with the choir, a Sunday School class and the Young People's Training Union.



Martha Ellen Dugas



Mary Jane Nelson



Donald Jackson



Ronald Jackson



James A. Myers



Arthur D. Wilson

In the Gulf States family . . .

Two Young Ladies And Four Young Men Won Their College Degrees This Summer

While most Gulf States parents are concerned with getting their children ready for the school term which begins in a few weeks, parents of the young people shown above are still excited about the fact that their children have completed their educational careers and are now proud possessors of college diplomas.

With our new Employee Thrift Plan, our improved retirement plan and increased social security, many Gulf States parents will be in a position to encourage their youngsters to complete their college work in the years to come. There's no better investment anywhere.

PLAIN TALKS congratulates:

Martha Ellen Dugas, daughter of Mr. and Mrs. Lionel Dugas (he's supervisor of system industrial sales, Beaumont. Martha Ellen received a BA degree in liberal arts at the University of Texas.

Mary Jane Nelson, daughter of our President and Mrs. Nelson, Beaumont. Janie received her BS degree in psychology at Southern Methodist University.

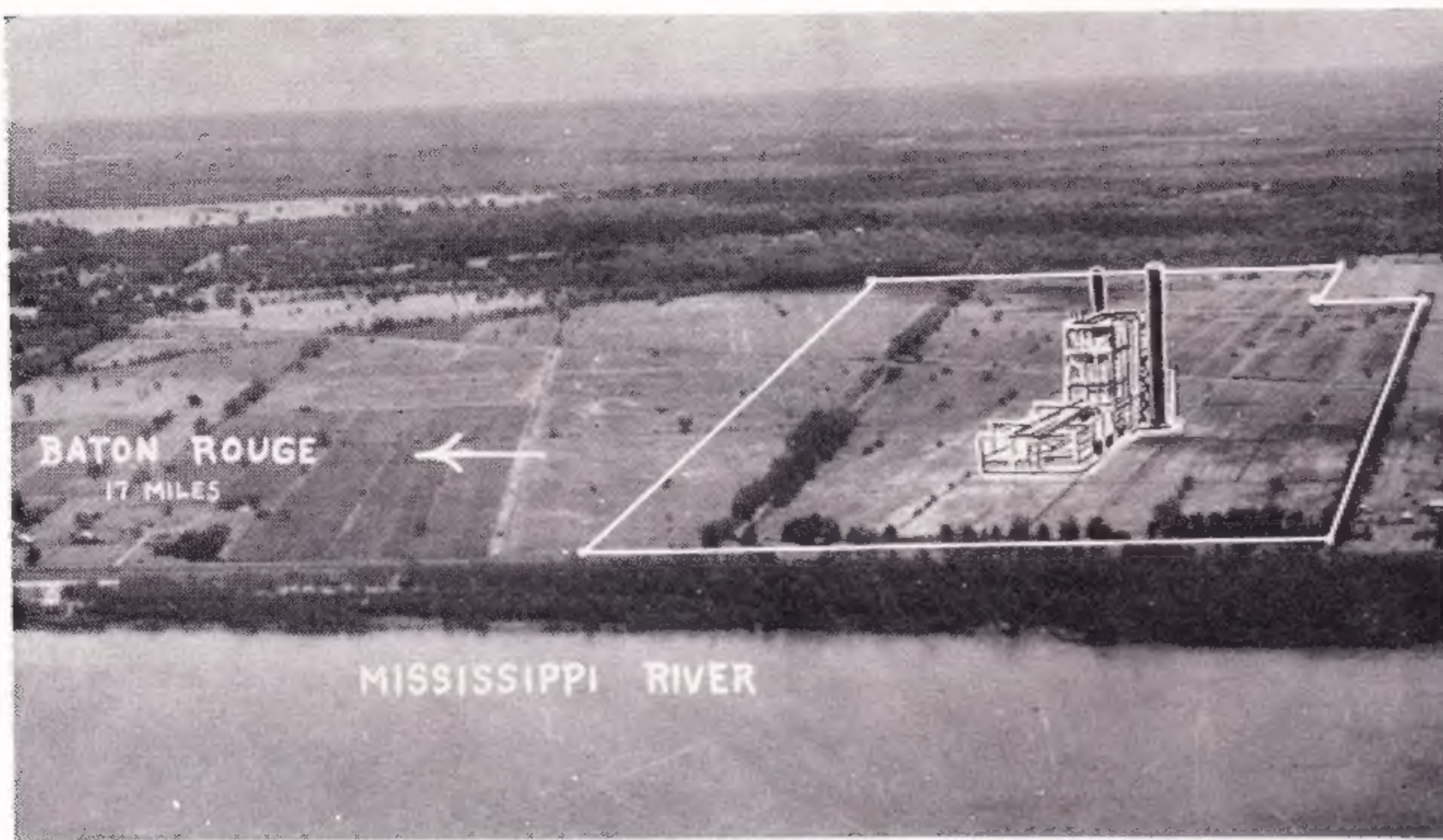
Donald and Ronald Jackson, twin sons of Mr. and Mrs. L. R. Jackson (he's assistant general substation foreman, Beaumont.) Donald and Ronald each received BS degrees in biology from Lamar State College of Technology.

James A. Myers, son of Mr. and Mrs. James M. Myers (he's master repairman at Riverside Station, Lake Charles.) James received his degree in business administration from McNeese State College.

Arthur D. Wilson, son of Mr. and Mrs. A. B. Wilson (he's district superintendent, Beaumont.) Arthur received a BBA degree in marketing from Lamar State College of Technology.



This 30,000-50,000 kva, 138-69 kv transformer shown in the Jennings Substation yard is about to be placed on a temporary mat until it can be put in service. Spell Brothers, Crowley, Louisiana, is handling the move and placing this transformer in our substation. Sylvia Dupre, local office clerk, stands by the transformer.—Photo by T. D. Brooks, local engineer.



Here is an aerial view of the 400-acre tract of land, 17 miles south of downtown Baton Rouge, which we have purchased for construction of our fifth power plant. As yet unnamed, the new plant will be built around an outdoor 162,000 kilowatt turbo-generator, largest ever installed by our Company. Clearing of land will begin this Fall; construction will start in Spring, 1958. The new power plant, by means of our main 138,000-volt transmission line, will interconnect with our generating stations in the Baton Rouge, Lake Charles and Sabine areas.



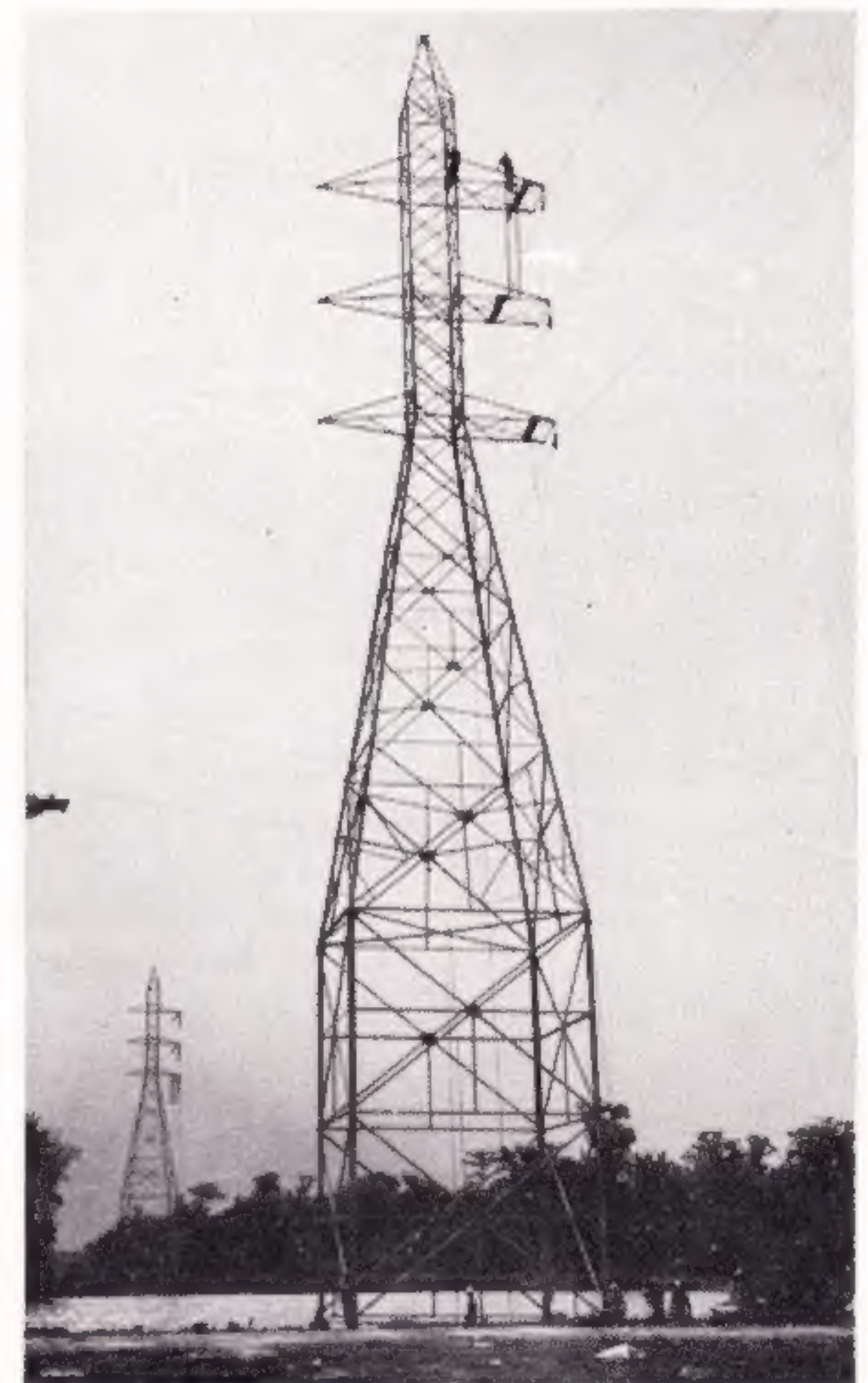
Members of our Industrial and Area Development group met in the new building last month to discuss results of a recently completed survey of our area which will help us to determine the "what", "why" and "how" of our long-range plans. Highlight of the meeting was Vice President E. L. Robinson's presentation to Area Development Supervisor Lamoyne Goodwin of the EEL certificate of appreciation for service as chairman of the Rural Youth Committee during 1955-57. Attending the meeting were, clockwise, Malcolm Williams and W. M. Larkin, Lake Charles; J. A. Stelly, Baton Rouge; W. A. Thomson, Beaumont; (standing) Phil Newman, Navasota; H. C. LeVois, L. V. Dugas, Mr. Goodwin, Mr. Robinson, all of Beaumont; J. Kirby Jones, Port Arthur; Branden Clawson, Beaumont; and (seated) Ed Hodge, Navasota, Dick Krouse, Baton Rouge; Jim Richardson, Lafayette and Aubrey Sprawls, Beaumont.

REDDY QUIZ NO. 7



Q. What is a volt?

A. The unit of electric pressure corresponding to water pressure in pounds per square inch. It is the electromotive force which, if steadily applied to a circuit having a resistance of one ohm, will produce a current of one ampere.



Completion of another new 69,000-volt transmission line this month assured the Woodville-Doucette-Corrigan area of more power for progress. The line, which jumps the Neches River 12 miles north of Beaumont, was energized and put into service in anticipation of increased electric demand in that area. Approximately 51 miles of aluminum conductor was used in the 17-mile line connecting the Sabine area's Neches Station with another high voltage line west of Beaumont. Workers shown are completing high line work on the two 155-foot towers that made possible the necessary 60-foot clearance required by the U. S. Corps of Engineers.

OUR INDUSTRY HAS SOLVED MANY COMPLEX PROBLEMS; NOW WE MUST SOLVE ANOTHER— THE ENCROACHMENT OF GOVERNMENT IN OUR BUSINESS

By Edwin Vennard

Edwin Vennard, former GSU-er and now vice-president and managing director of the Edison Electric Institute, is one of our industry's best informed. Excerpts from his speech "Our Most Pressing Problem" will be presented in this and the next three issues of PLAIN TALKS.

Our most pressing problem today is the same as it has been for over 20 years — the encroachment of government in our business. A great deal has been said about this problem, but the fact remains that it has not been solved. The electric utility industry has made some progress, but it is still faced with increasing government operation.

How We Have Solved Other Problems

We have come a long way in the past 15 or 20 years. We have done many big things in our industry by the application of a great deal of thought, time and energy. We have set our minds to our problems in the past, and we have been successful in solving them.

Engineering

We have built a great physical plant. America, with only 6 per cent of the world's population, produces 41 per cent of the world's electric power. America's power needs have been supplied in the past. We are now building for the future.

Our service is almost perfect. Interruptions are so scarce that they make news. We have had to solve many problems to achieve our high standards of service.

Sales

We have built up our business through sales efforts. We double our output every ten years. We have a product people want, and know how to sell it.

Finance

More than 25 billion dollars of the savings of the American people have been invested in electric power companies. We have raised this money in the free market, without government help. Ameri-

cans have found the power business a good place to put their savings, as evidenced by the fact that the nation's 400 light and power companies now have 3.7 million stockholders. These are direct investors, but we have indirect investors, too. Three out of five people have insurance policies, and an estimated 60 per cent of the power company bonds are owned by insurance companies.

Economics

Technical advances coupled with operating efficiencies and promotional rates have enabled us to lower the unit price of our product, despite large increases in the cost of materials, supplies, and labor. Remember the "Good Old Days" in 1913 when prices were "reasonable"? The average price of residential electricity today is one-third of what it was in 1913.

**COST of
ELECTRICITY**

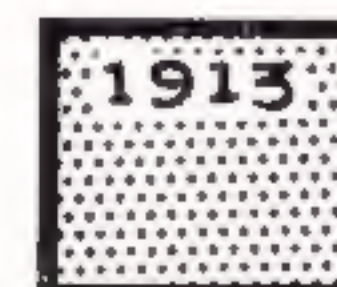
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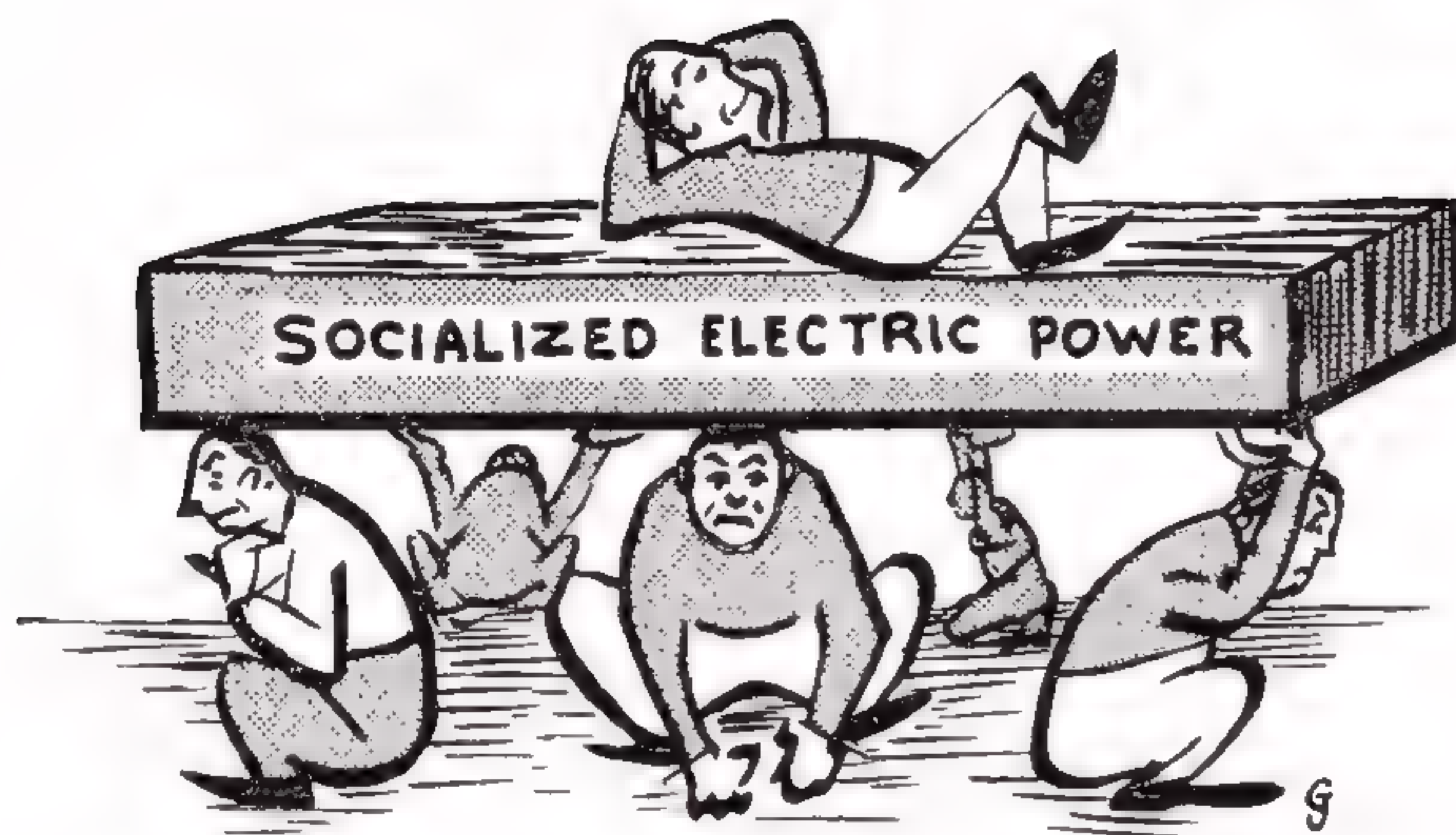
**COST of  
LIVING**

**1957**

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# The Many Support The Few

## Public Relations

All the public opinion surveys show that by and large we stand well with the people. We are considered good citizens, as well as dependable ones. The public attitude toward us is generally favorable. The way we have done business has resulted in good public relations.

## Government Encroachment

Despite this good record, and despite the fact that a substantial majority of our citizens are against nationalized power, the government continues to move into our business.

In 1926, governmental power projects had a generating capacity of about 1.6 million kw. In 1956 this figure reached 28.8 million kw. During the next ten years, if present proposals are carried out, an additional 26.2 million kilowatts of new generating capacity will be installed at governmentally owned projects. In 1926 governmental agencies served two million customers. Today they serve 11 million. Today, roughly 20 per cent of the American people get tax free government power, while 80 per cent are served by taxpaying power companies.

Some of us thought that there might be a material change in this trend with a change in administration. There has been an improvement, but let's face it: the problem is too deep-seated and involved to be solved by the changing of a few top men, or indeed, of an administration.

Let us look into the ideological and

legislative background on which the huge government power projects are founded.

It is a well-known fact that the electric industry was singled out as the first target of the collectivists in this country. Their plans began to bear fruit about 25 years ago, and we saw a number of laws passed which were extremely damaging to the free enterprise system in general and to the electric power business in particular.

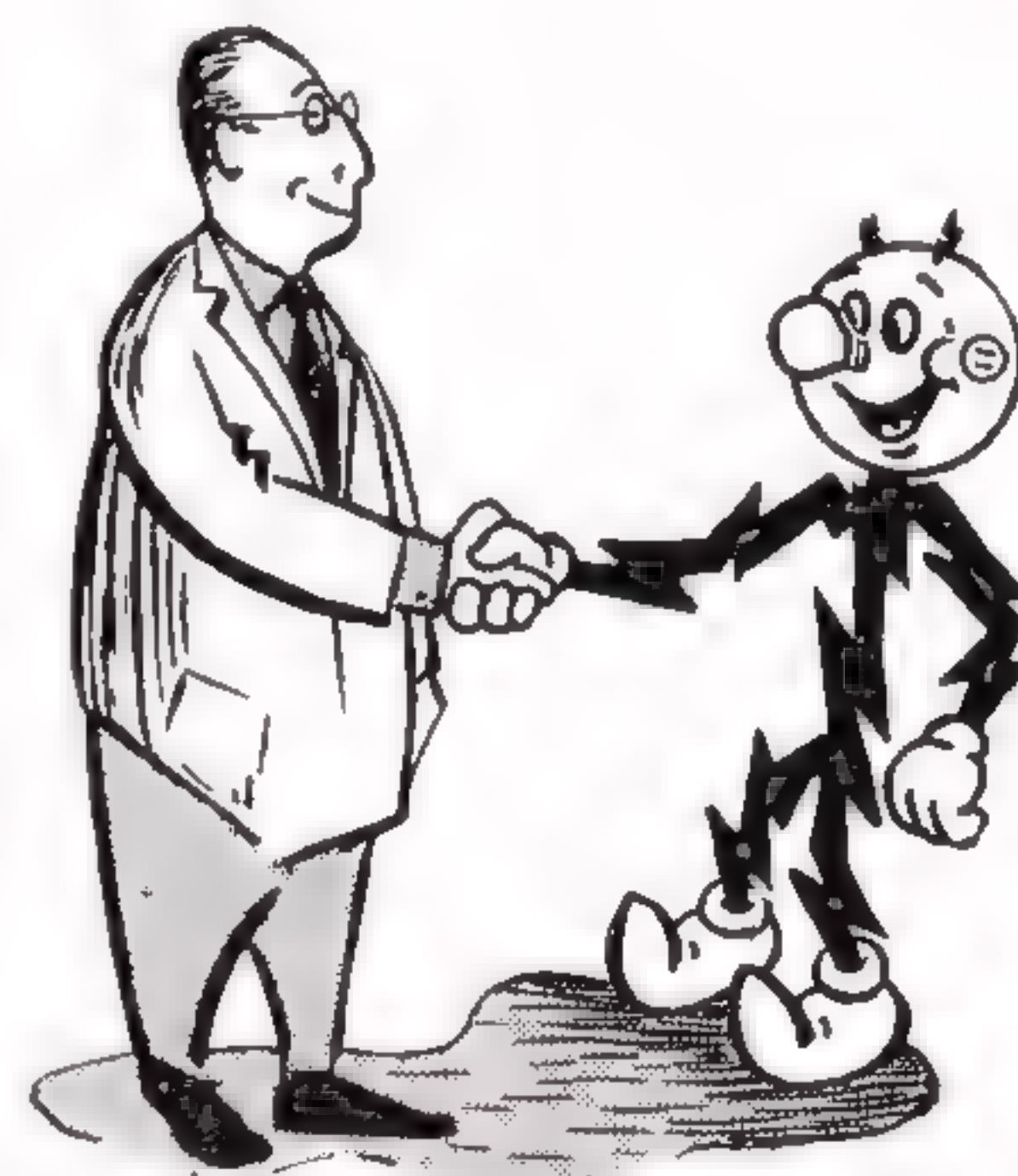
We saw the passage of the TVA Act and other laws carrying sweeping enactments profoundly affecting the operation of the electric power industry, many of which were passed by a thin margin of votes. As has been well said, "The full scope and designs of much of this legislation were certainly obscured to the management of utility companies, and must have been equally obscure to many of the members of Congress voting for the measures. Craftily phrased definitions and contradictory provisions placed in different parts of an act, apparently to meet the objections of members of Congress, provided a device whereby administrative agencies can choose their own interpretations and set their own limitations as they see fit. It was under such conditions that provisions placing heavy handicaps on many elements of the free enterprise system were established in the Federal statutes."

The errors obviously resulting from insufficient understanding by the legislators of the complex issues involved have become further multiplied and expanded. They have been expanded

both by administrative interpretation and by the enactment of new legislation founded on the old. As a result, these issues have become deeply entrenched.

Our problem has to do with the Federal government, public attitudes, and public knowledge. Let us examine a few of the principal factors enabling the government to continue encroachment — even against the wishes of a majority of our citizens.

*(To be Continued)*



We Have Good  
Public Relations



# More Than 75 Per Cent of Eligible Employees Join Thrift Plan

## With More Than Enough Participants To Satisfy Requirement, Plan Goes Into Effect August 1

Over 75 per cent of all eligible employees have elected to participate in our Employee Thrift Plan to date—more than enough to satisfy the 70 per cent requirement set by the Bureau of Internal Revenue. The plan thus became effective August 1.

Our Company, under this plan, contributes 50c for every dollar you invest. You can elect to have your money invested by the trustee in

- (1) series "E" U. S. Government Savings Bonds,
- (2) common stock of our Company,
- (3) preferred stock of our Company, or
- (4) a savings account

You can also elect to have a percentage deducted for any combinations among the four categories—in percentage multiples of ten.

Deposits are made by payroll deductions only. They are taken from

the check not normally used for deductions.

This Thrift Plan is designed to encourage long-term saving by employees; in fact, withdrawals are discouraged by the penalties that will be incurred. However, after ten years, the employee is able to withdraw all that he has put in without penalty.

Federal income tax advantages are of special interest to a participant. No such taxes are paid until the account is distributed to the participant or the heirs. Taxes on profits made in this plan are computed on a capital gain basis, thereby reducing taxes considerably.

After your deduction and the Company's contribution are in the Trustee's hands, the Company can never recover its portion.

Questions you may have about any part of the Thrift Plan may be clarified by referring to the Thrift Plan booklet.

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## Our Company's 1956 Annual Report Is Judged Outstanding

Our Company's Annual Report was judged outstanding among the thousands examined by FINANCIAL WORLD magazine and the United Shareholders of America., this year.

Two awards were presented to President Nelson by Vice-president W. H. Gieseke from the two organizations.

The certificate from the financial magazine was for "distinguished achievement in annual reporting."

United Shareholders' award was for "encouraging participation in American corporate ownership so essential to strengthening the pillars of our constitutional form of government and upgrading our American way of life."

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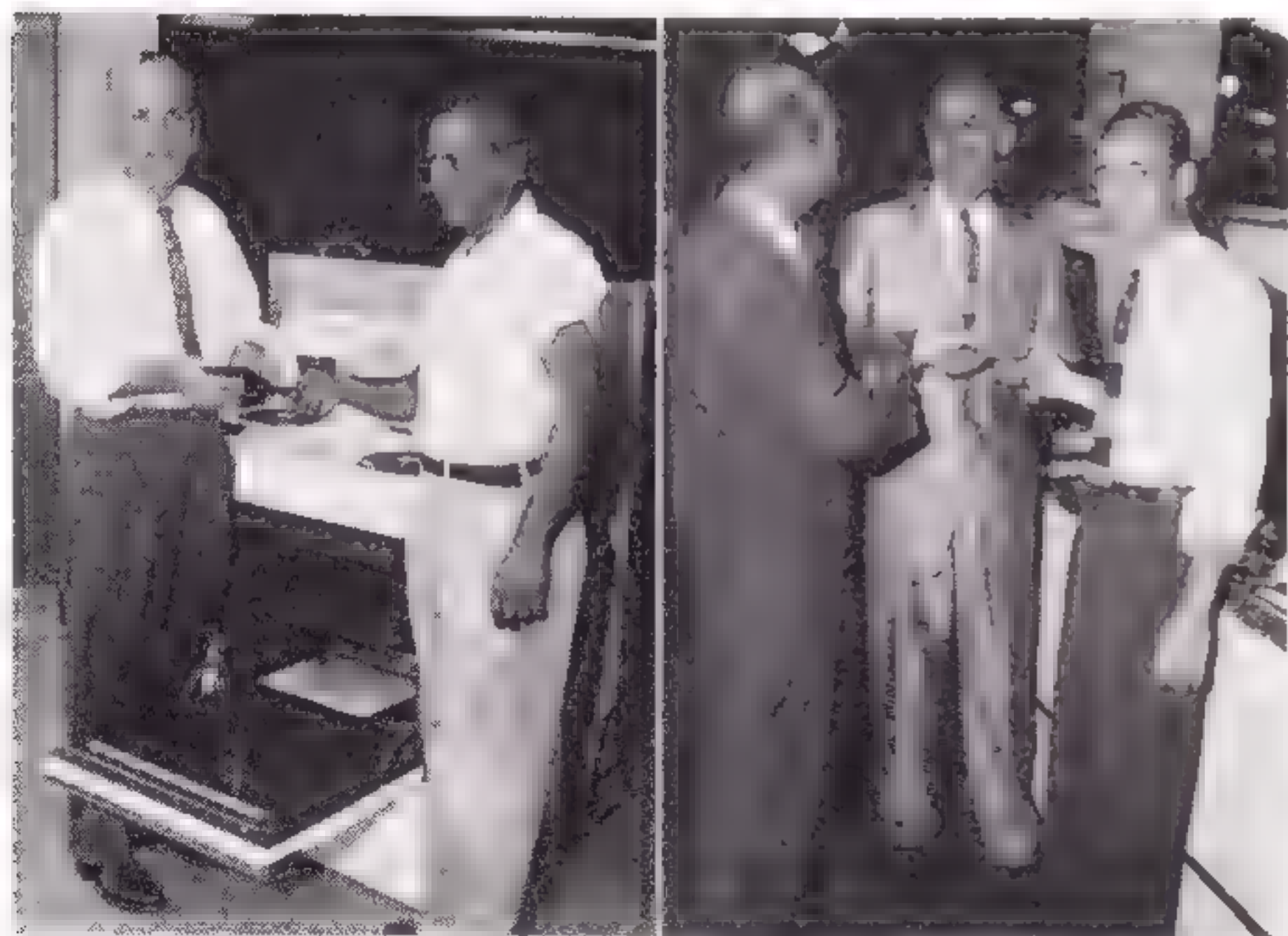
## Directors Declare Dividends

Our Board of Directors met in Baton Rouge and declared the usual quarterly dividends on the preferred stocks, and 40c per share on the common stock. All officers of our Company were re-elected for the ensuing year.

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## Congratulations!

PLAIN TALKS congratulates Mrs. Gay Braud on her receipt of a BS degree from the College of Agriculture at Louisiana State University this month. Mr. Braud is with our Tax Department, Beaumont.



Baton Rouge Residential Sales Superintendent R. M. Andrews (extreme left) presents \$10 gasoline coupon book to Joe Pizzuto, Baton Rouge Appliance Repair Department, winner in range-water heater campaign. In picture at right, Pete Debenedetto (center) salesman for Sears Roebuck & Co. in Baton Rouge, and top salesman in freezer campaign, receives five \$10 gasoline coupon books from Baton Rouge Builder Representative Howard Hornsby (right). B. L. Bryant, assistant store manager for Sears, is at left.





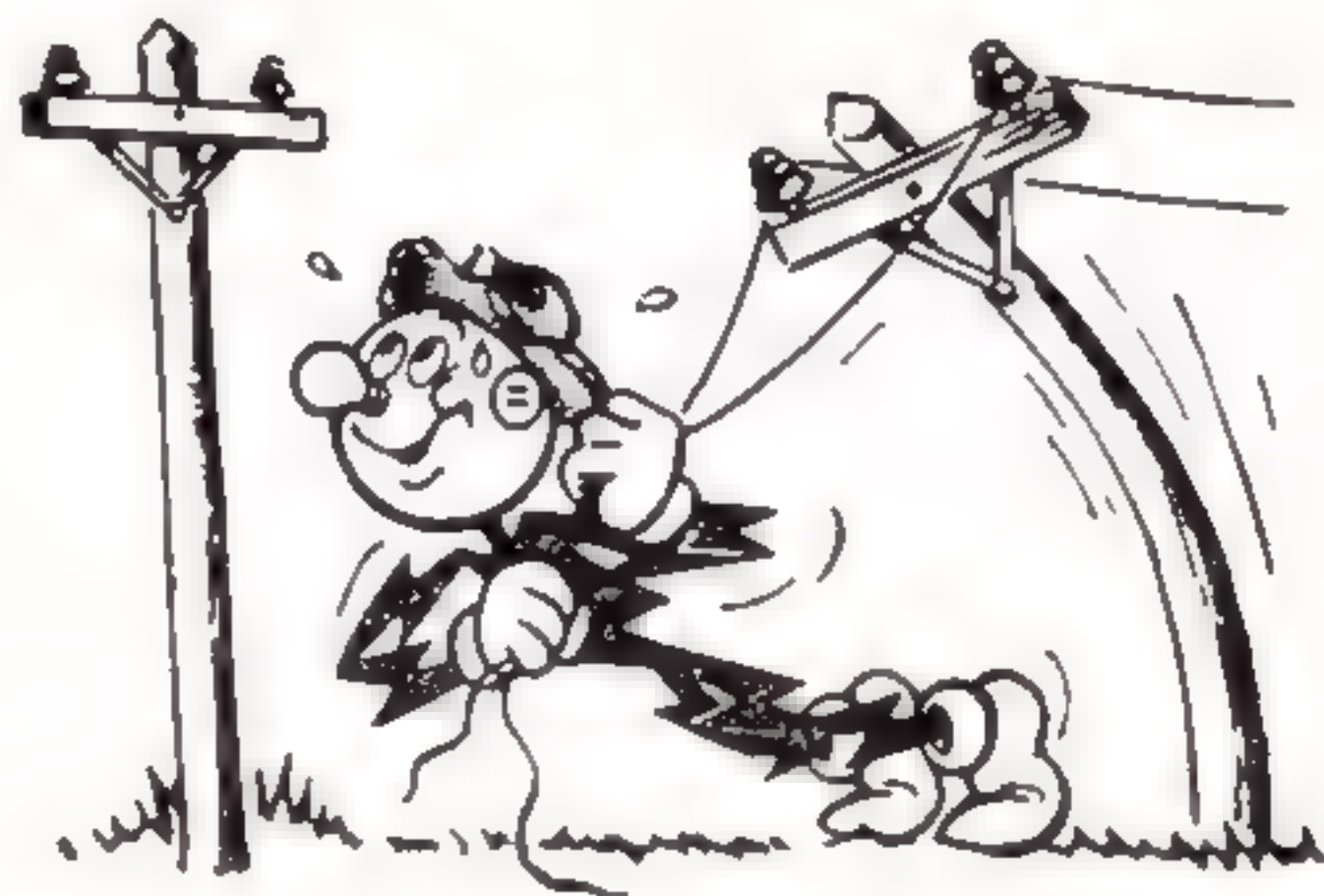
Preparing pole-top hardware for the service lines are J. R. Williams and J. H. Delaney. Passing up necessary equipment and tools is E. C. Van Eman.

Folks living in the golden Gulf Coast area served by our Company are determined to "live better . . . electrically." Last year's 249 kilowatthours increase in the average use of electricity per home customer was the largest ever recorded in Gulf States' history. The record gain was 20 kilowatthours better than the national average.

Use-wise, the encouraging picture of residential electric loadbuilding gets brighter by the year. Hundreds of top-notch, new subdivisions are springing up to be served. Many homes in the new areas feature modern lighting, all electric built-in kitchens, completely electrified home laundries, electric bathroom heaters and the increasingly popular heat pump to provide year round air-conditioning.

## LINE CREWS GET 'REDDY' READY FOR MUSHROOMING NEW SUBDIVISIONS

Much Work, Many Men and Materials Needed To Make Sure New Home Owners "Live Better . . ."



Some idea of what is required in men and materials to serve an average subdivision like Maplewood is shown here:

- 24 service poles
- 150 miscellaneous pieces of hardware
- 7,790 feet of conductor
- 117 man hours worked

\$1600 total cost of job, less meters, transformers and hardware to install.

Readying Reddy Kilowatt to serve the new subdivisions keeps many Gulf Staters busy. An example of jobs being done every day by line crews throughout our system is pictorialized on this page.

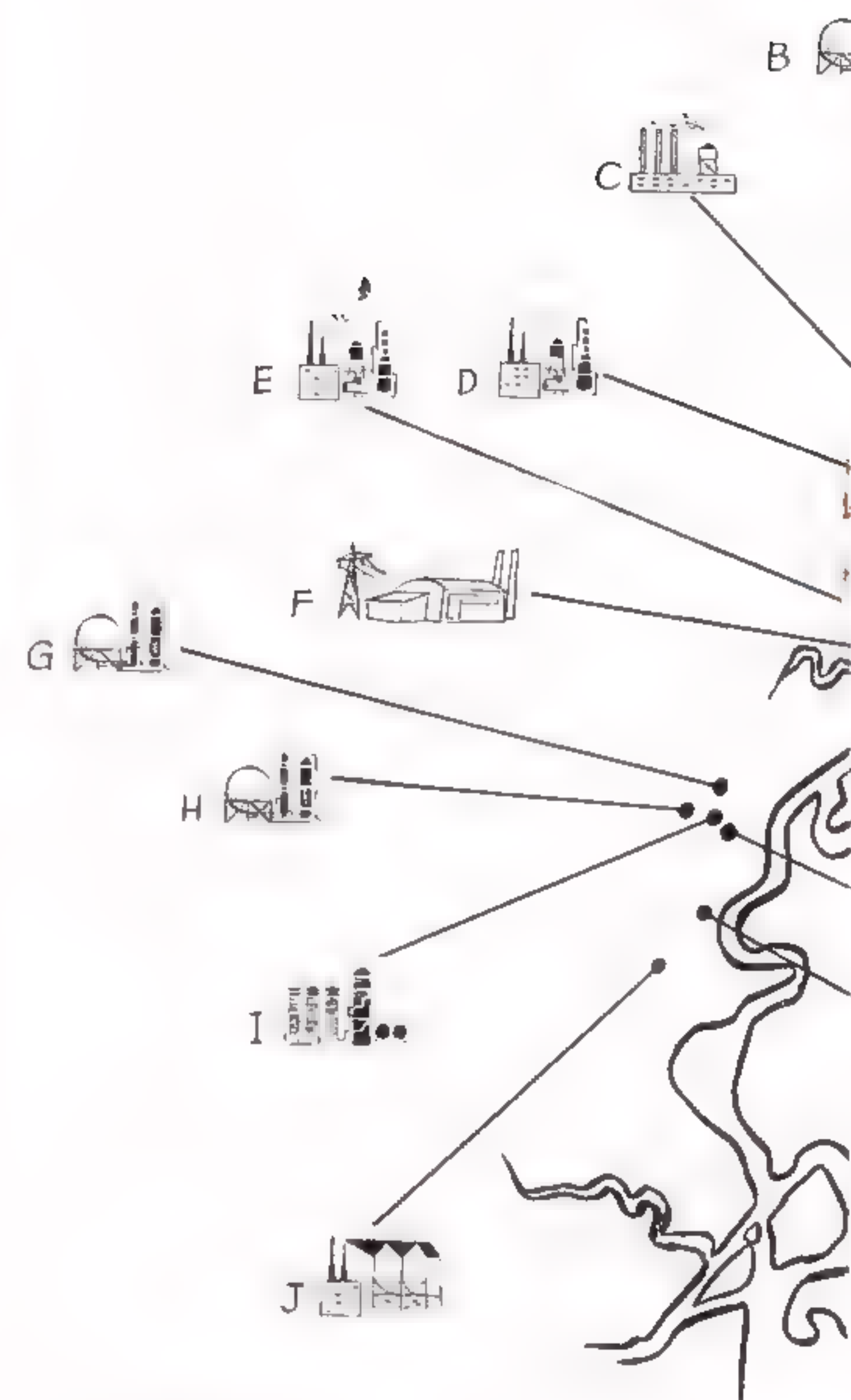
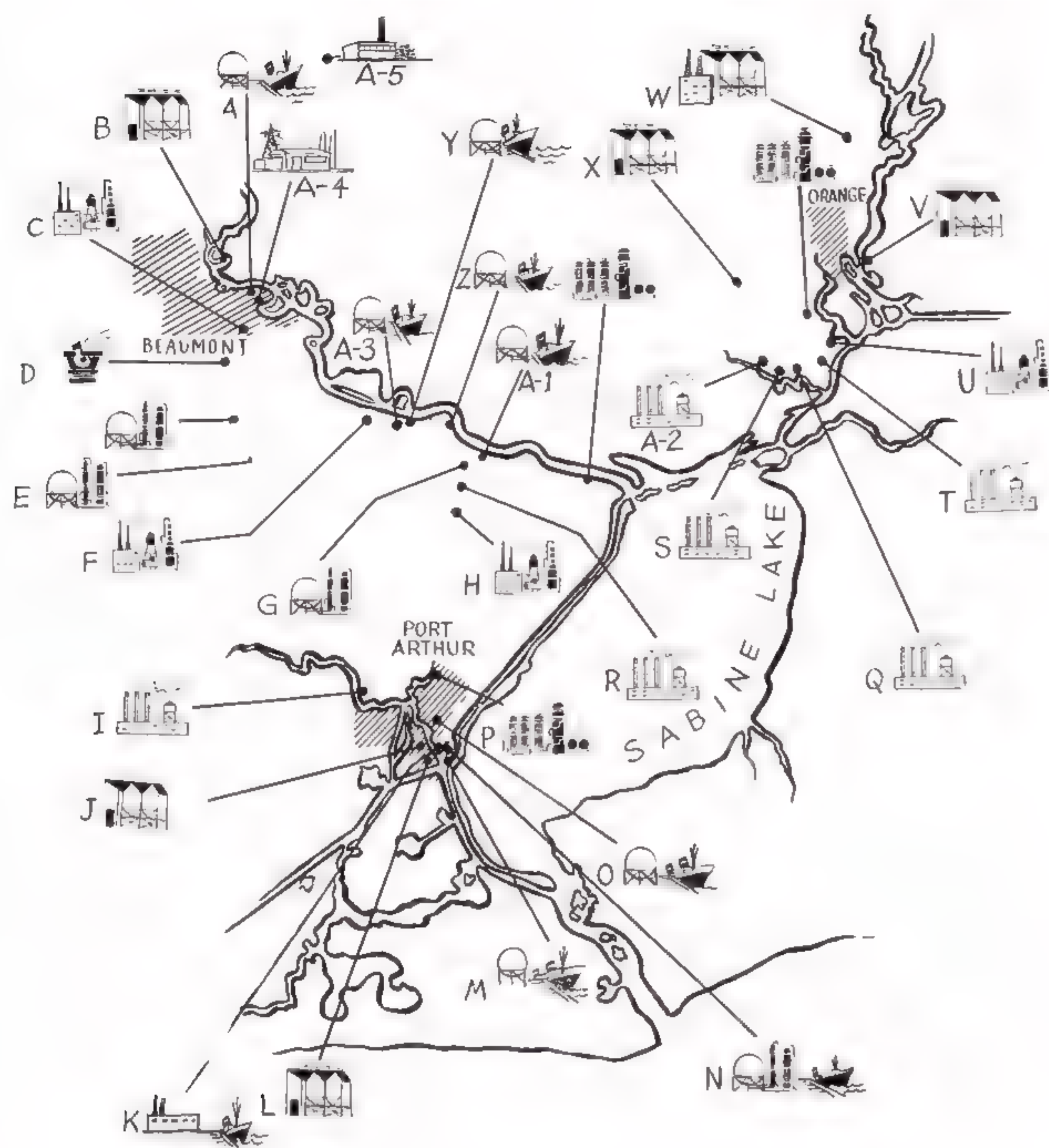
The time is mid-morning. The place

is the new Maplewood subdivision in Beaumont. The job is to prepare electric service lines for the homes which are soon to be built. And the men are members of Foreman J. C. Morrison's line crew.



Meanwhile, back at the line truck, driver Ward Nusom gets additional hardware ready for the climbers.





↑ Lake Charles Area  
 ← Sabine Area (Beaumont, Port Arthur and Orange)

## INDUSTRIAL PROGRESS IN THE AREA WE SERVE

### New Companies Are Marching Into Our Area To The Sound of Boom! Boom! Boom!

BACK IN THE GLORY days of cotton, cane, rice and lumber, residents of the three water-rich farming areas shown on the maps above, never dreamed that someday their homelands would be to the petro-chemical and petroleum industries what Pittsburgh is to steel, Southern California is to aircraft, and New York is to finance.

In fact, although oil and its allied industries are old and respected citizens in the Gulf South area we serve, it has only been in the decade since the close of World War II, that the new, fast-growing petro-chemicals and related industries have migrated to these areas in ever-growing numbers.

We are fortunate that our service area includes such industrial complexes as the tri-city Sabine area, Lake Charles and Baton Rouge. Characteristics of all three areas that have proven so attractive to the petro-chemical giants include:

1. Abundant supplies of water.
2. Excellent transportation, by land, water or air.

3. Previously established oil refineries which manufacture many of the necessary products and can offer swift and regular deliveries at reasonable costs.

4. Mild year 'round climates, suitable to the outdoor and semi-outdoor type plants, utilized to advantage by petro-chemical companies.

5. A good supply of labor.

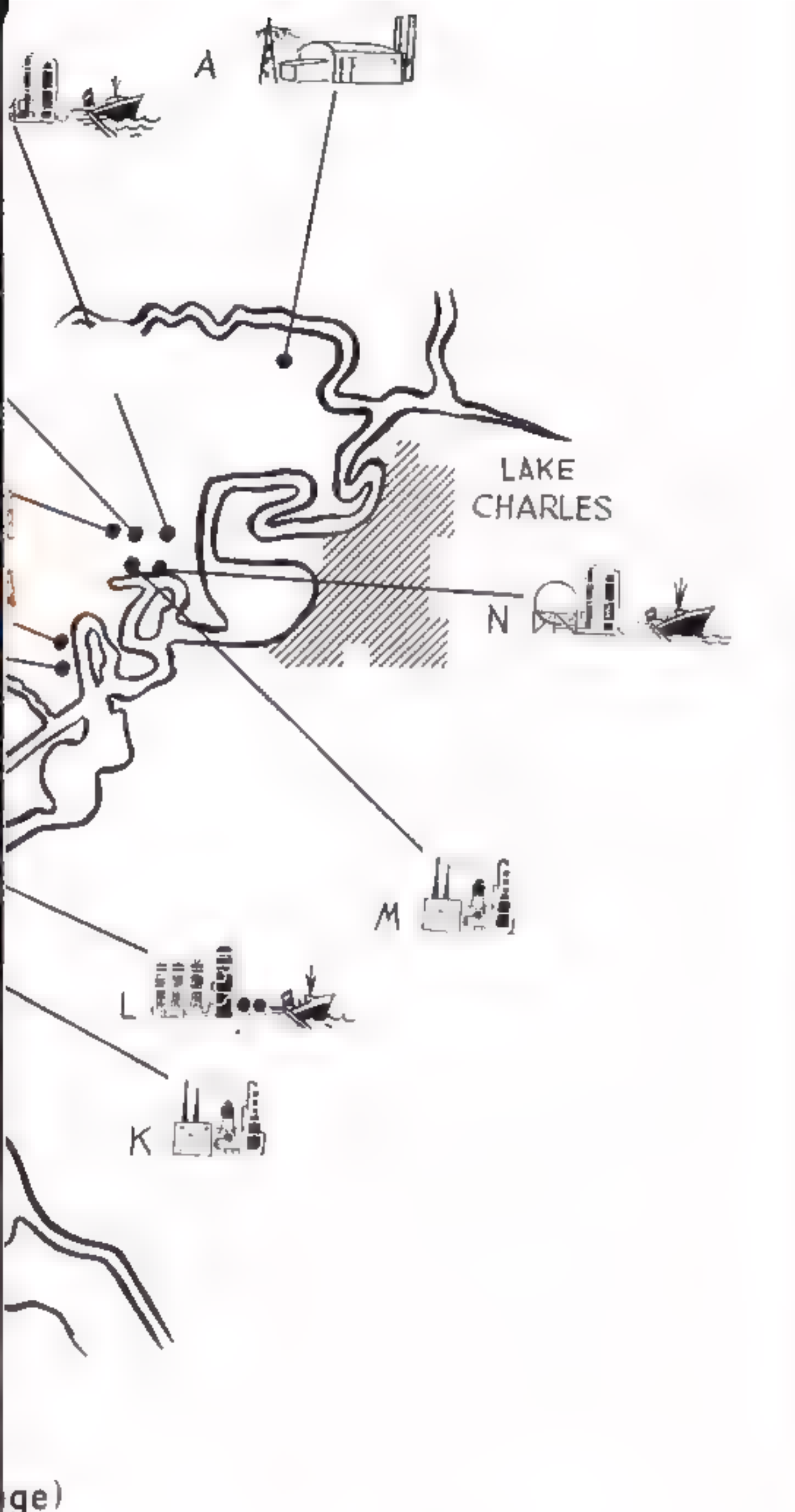
6. Fair tax treatment and accommodating local governments.

Plenty of low-cost electric power, too, has been an important factor in attracting the industrial giants to the three industrial sections.

Call the role of the blue-chip names which are now members of our Gulf South area and you'll thrill to what the future holds for us — and be sobered by the responsibility placed in our hands by these splendid companies which use our service.

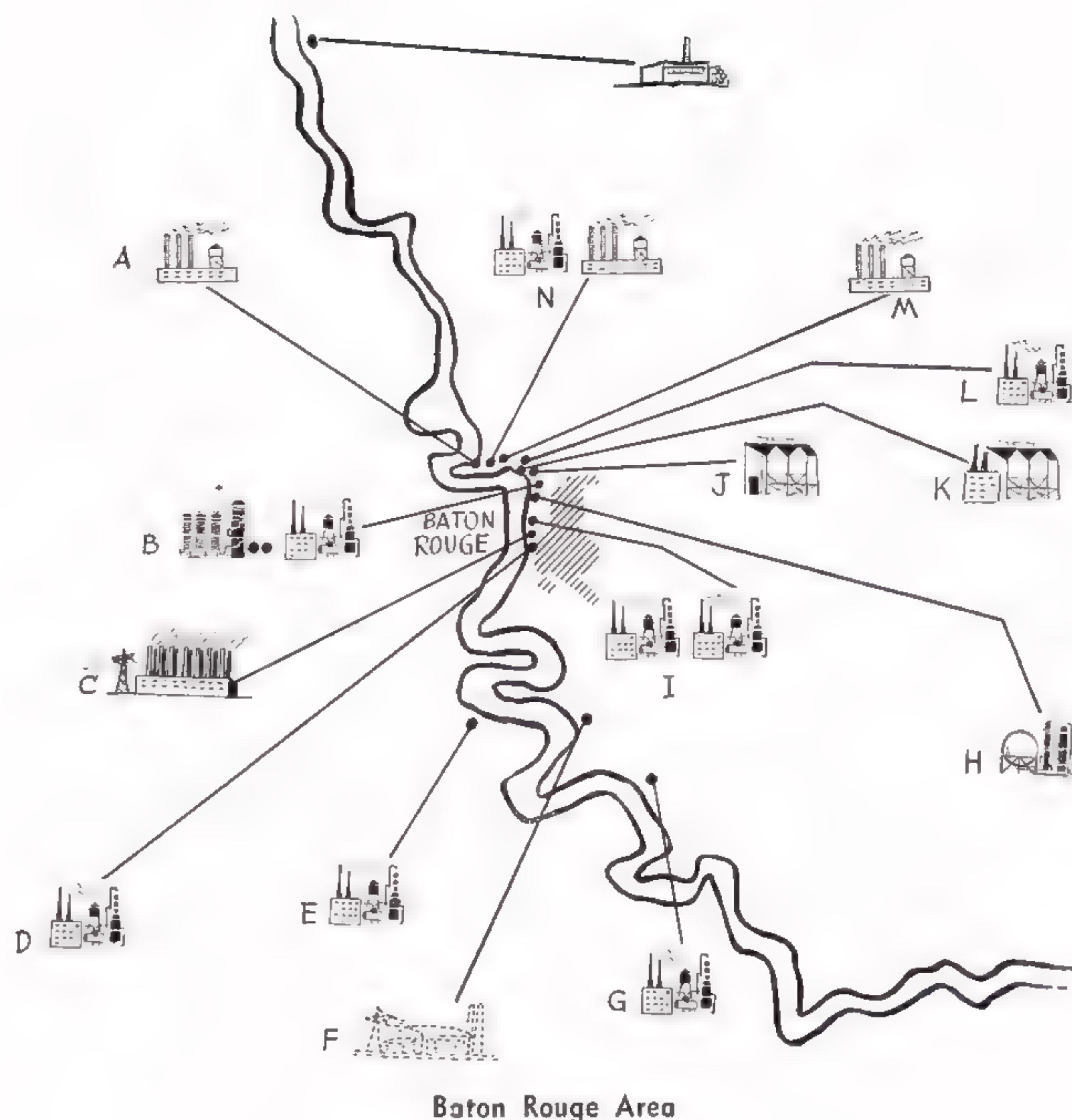
In a land of plenty, the territory we serve stands out as the newest industrial frontier. We're glad to be here.





#### Sabine Area

- A Magnolia Petroleum Co. & Docks
- A-1 Texas Co. & Docks
- A-2 Firestone Tire & Rubber Co.
- A-3 Sun Oil Co. & Docks
- A-4 Neches Station
- A-5 East Texas Pulp & Paper
- B Bethlehem Steel
- C Matheison Chemical Corp.
- D Texas Gulf Sulphur & Magnolia Petroleum Co.
- E Gulf Oil Corp.
- F E. I. du Pont de Nemours Co.
- G Neches Butane
- H Texas-U. S. Chemical Co.
- I Koppers Co. Inc.
- J Jones-Laughlin Steel Corp. Dock
- K Great Lakes Carbon Corp. Dock
- L U. S. Steel Corp. Products Div.
- M Texas Co. Terminal & Docks
- N Warren Petroleum Co. Docks
- O Gulf Oil Corp. & Dock
- P Texas Co.
- Q Goodrich-Gulf Chemicals Inc.
- R Goodrich-Gulf Chemicals Inc.
- S Spencer Chemical Co.
- T Allied Chemical & Dye Corp. Nitrogen Div.
- U E. I. du Pont de Nemours Co.
- V Consolidated Western Steel Div. U. S. Steel
- W Texas Portland Cement
- X Bulk
- Y Pure Oil Co. & Docks
- Z Magnolia Petroleum Co. Docks



#### Baton Rouge Area

#### Lake Charles

- A Roy S. Nelson Station
- B Continental Oil Co. & Dock
- C Continental Black Inc.
- D Lake Charles Chemical Co.
- E Columbia-Southern Chemical Corp.
- F Riverside Station
- G Petroleum Chemical Co.
- H Cit-Con Oil Corp.
- I Firestone Tire & Rubber Co.
- J Lone Star Cement
- K Davidson Chemical Corp.
- L Cities Service Refinery Corp. & Dock
- M Matheison Chemical Corp.
- N Lake Charles Oil Terminal & Dock

#### Baton Rouge

- A W. R. Grace & Co.
- B Esso Standard Oil Co.
- C Louisiana Station
- D Copolymer Corp.
- E Dow Chemical Co.
- F Site of future Generating Station
- G Wyandotte Chemical Corp.
- N Lake Charles Oil Terminal & Dock
- I Allied Chemical & Dye Corporations
- J Kaiser Aluminum & Chemical Corp.
- K Ideal Cement Co.
- L Stauffer Chemical Co.
- M Foster Grant Co.
- N U. S. Rubber Companies
- O Crown-Zellerbach Paper Co.



# SERVICE AWARDS

## 30 Years



Marcus Andrews  
Sales  
Baton Rouge



Eliza Bryan  
Accounting  
Beaumont



Lamoyne Goodwin  
Sales  
Beaumont

## 20 Years



J. W. Atkins  
Engineering  
Beaumont



D. S. Boring  
Engineering  
Port Arthur



Grace Brooks  
Sales  
Beaumont



R. F. Franques  
Distribution  
Lake Charles



K. D. Sistrunk  
Distribution  
Nederland



L. J. Frederick  
Distribution  
Lake Charles



D. O. Gipson  
Production  
Lake Charles

## 10 Years



O. R. Pace  
Sales  
Beaumont



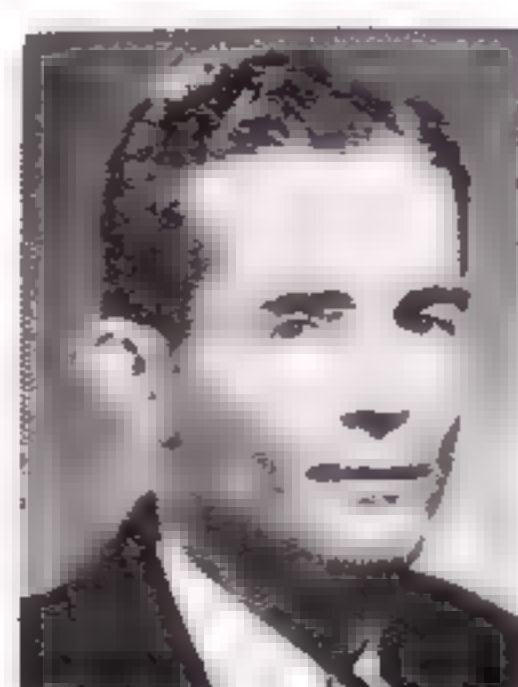
Jeff W. Roberts  
Distribution  
Baton Rouge



Lee G. Scrivener  
Distribution  
Navasota



J. P. Trouard  
Distribution  
Lake Charles



J. E. Turner  
Distribution  
Port Arthur



D. B. Ware  
Distribution  
Navasota



R. W. Wiggins  
Distribution  
Lake Charles



## Colored Division

### 20 Years



Howard Blanchard  
Distribution  
Blanks



Edward Toles  
Distribution  
Blanks

### 10 Years



Henry Gurie  
Production  
Lake Charles



Frank Washington  
Distribution  
Lake Charles

## PORT ARTHUR'S BOWLING CHAMPS RECEIVE TROPHIES



The winning team was composed of Hugo Becker, Larry Larriviere, R. E. White, Dudley Benoit and J. J. Boutte. Here they hold the trophies presented them by C. M. Scott.

Port Arthur's bowlers had their banquet and presentation of trophies at the Lion's Den last month.

C. M. Scott, division manager, presented the trophies for the winning team, two highest games and highest average.

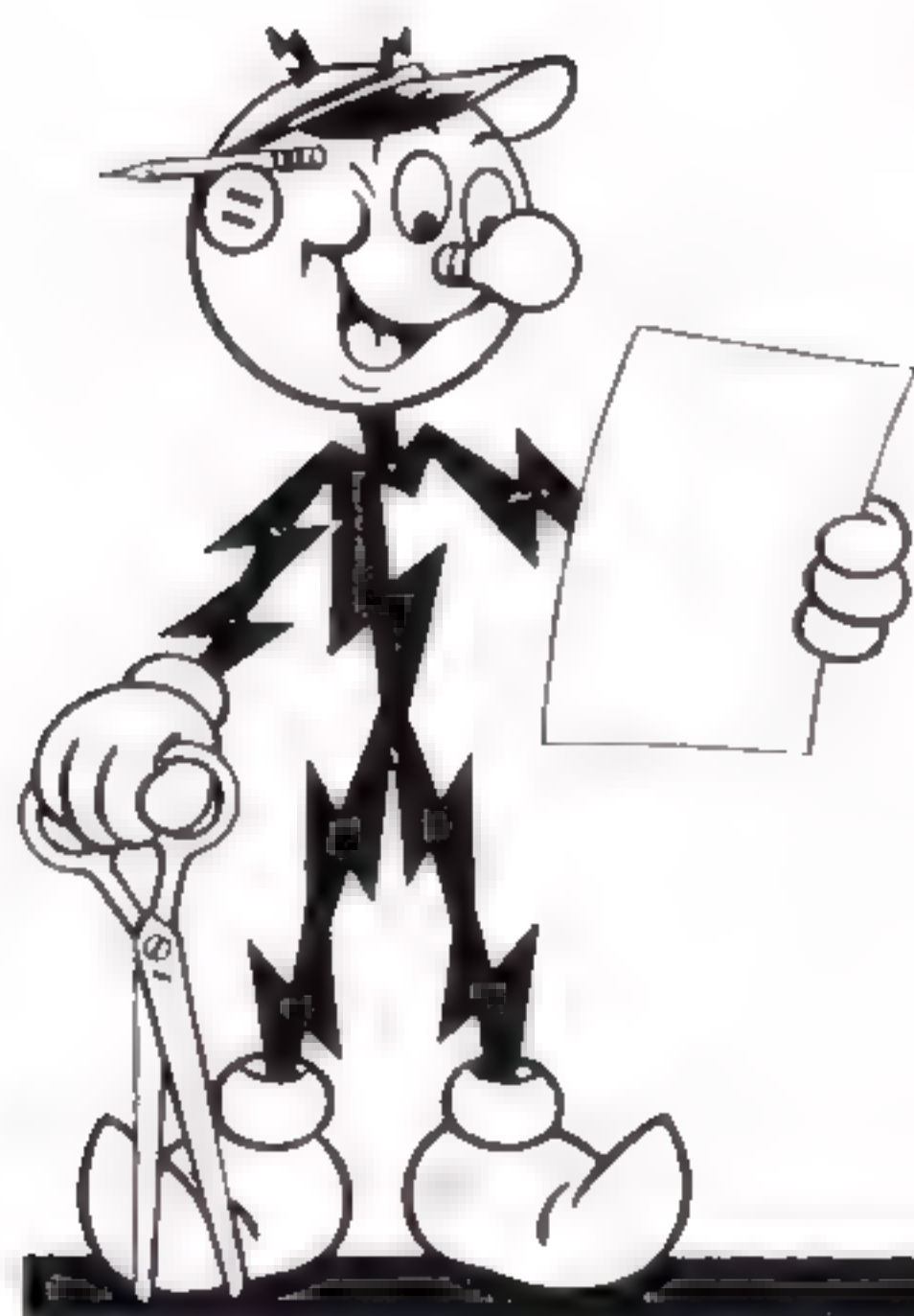
After the presentations, a business meeting was held and Larry Larriviere was elected president of next year's Reddy Kilowatt League.

### Reddy Kilowatt League Holds Banquet, Election



On the left: R. E. White and W. H. Foster show their trophies for the two highest games of the season. Right: Johnny Siddall completed the bowling season with the highest average.





*What  
Others  
Are  
Saying*

### New Orleans C of C Scores TVA

Action to help block further expansion of the Tennessee Valley Authority into added competition with private power was taken by the Board of Directors of the Chamber of Commerce of the New Orleans Area Tuesday. (July 30).

The action was in relation to S1869, recently introduced in the Senate.

Following are excerpts from the text of the letter which was sent to Senators Ellender and Long:

"The Chamber of Commerce of the New Orleans Area has always been against the encroachment by government in the field of private enterprise. It, therefore, is opposed to the further development of T.V.A. In its opinion, the only reasons that T.V.A. power is sold and distributed at a lower price than the power produced and distributed by the privately owned electric companies are the large amount of capital provided by the federal government without interest charges and the much reduced taxes paid by T.V.A. These low rates, provided at the expense of all taxpayers of the nation, give the T.V.A. region an unfair and even a destructive advantage in the competition among regions.

"We dislike, especially, S1869 introduced by Senator Kerr for himself and Senators Hill, Gore, Kefauver, Stennis, Eastland and Sparkman. We would like to invite to your attention that if this bill passes, T.V.A. will be the first federal activity to be financed by the sale of revenue bonds to the public, the federal investment becoming the equity base therefor. Also, that although the federal government has vast amounts of funds invested in T.V.A., no effective Congressional control will be exercised over T.V.A. financing, its annual budget or its operations.

"The bill on its face accepts the fact that terri-

torial limitation for T.V.A. is necessary or desirable, but instead, due to the wording of the territorial provision included in the bill, allows territorial expansion, thus making possible a further increase in the area which would provide unfair competition to all regions which pay their fair share of taxes and are not benefited by government subsidies." — New Orleans Chamber of Commerce Bulletin.

—PT—

### Jennings' B&PW Club Says 'Thanks'

Editor, Daily News:

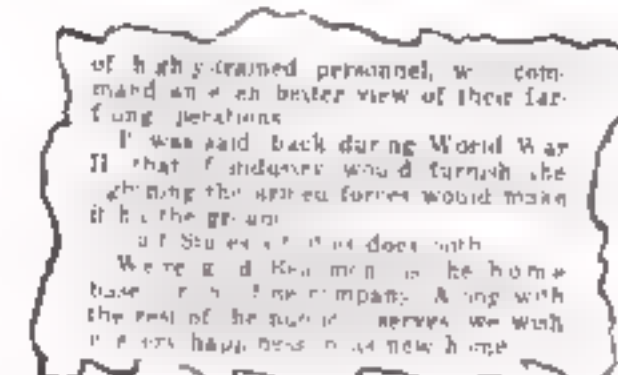
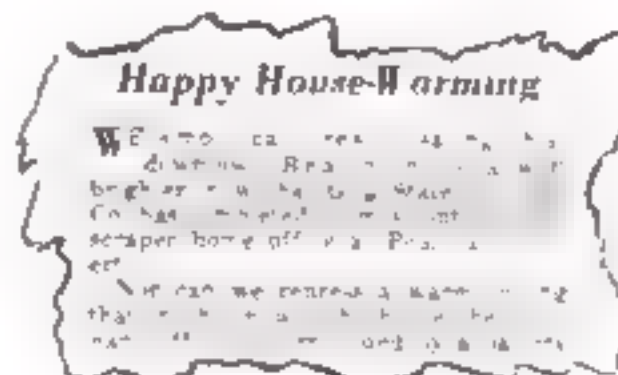
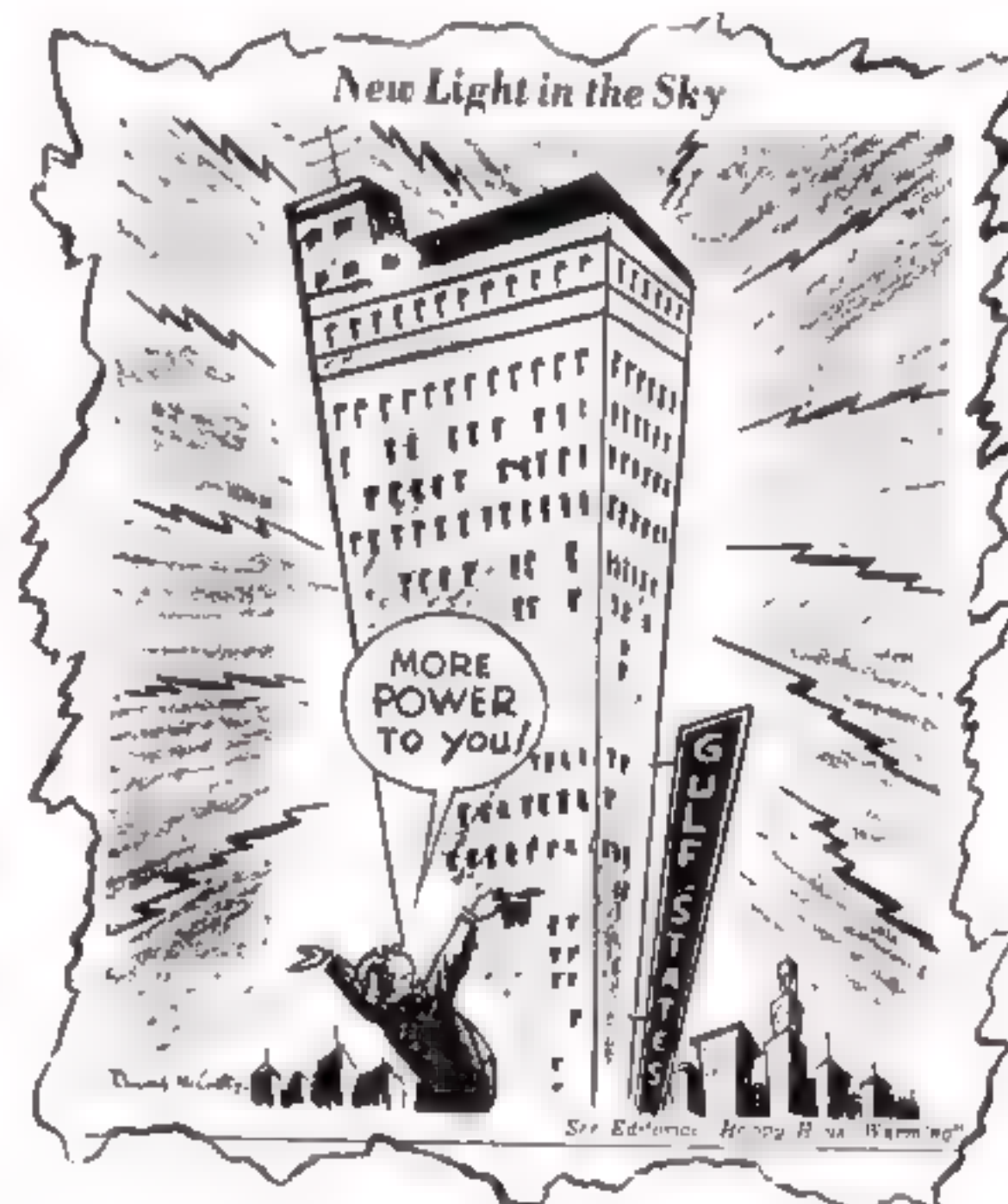
The Jennings Business and Professional Women's Club would like to take this means of publicly expressing its gratitude to every individual who came forward in Jennings' hour of need as a result of the hurricane "Audrey" which struck our community June 27.

To the crews of Gulf States Utilities Company . . . who worked around the clock to provide us with electricity . . . as soon after the storm as possible . . . the Jennings Business and Professional Women's Club salutes you for a job well done and wants you to know that everything which was done was truly appreciated.

Gratefully yours,  
Jennings Business &  
Professional Women's Club  
By: Mrs. Genevieve C. Nichols  
President

—PT—

### Salute From The Beaumont Journal





# SAFETY 'BRAINSTORM' WINNERS ANNOUNCED

Many Entries Received;  
New Contest Underway

Gulf Staters responded to the safety "brainstorm" contest in good style, and ideas submitted were many and varied, according to Frank Jones, our safety director.

"The resulting safety brainstorms show that our people do think safety," he said. "We feel that this is a very good beginning — turn in your safety brainstorms for the month of August now, so that you won't forget them."

This, a monthly contest sponsored by our Safety Department, will continue through December. You may send in as many ideas as you wish.

Winners in the first month's contest appear below. Each winning brainstorm earns its originator \$5.



**Ward W. McCurtain, Tax and Insurance Department, Beaumont**

"Warn the wife that if she uses cutlery to guide mixes in her mixer, her safety record will take a beating.

"Removing contrary toast from the toaster with a knife, etc., is likely to be a shocking experience."



**Gloria Bodemann, Meter Department, Port Arthur, Texas**

(Mrs. Bodemann has noticed the safety poster boards in and around Port Arthur. Her safety brainstorm is:)

"Port Arthur Service Center entrance would be an ideal place for a safety poster board for posters on rules of safety. This structure would encourage the employees at the Port Arthur Service Center to think safety, work safely and live safely."



**F. J. Bello, Gas Department, Baton Rouge**

"When in doubt about doing anything the safe way, don't do it until you find out and understand how it should be done, then proceed accordingly.

cordingly.

"Do not pile oily rags in corners or closed places. Either wash and clean them for further use, or destroy them after finishing the job. This will eliminate a spontaneous combustion fire hazard.

**Daisy B. Smith, Line Department, Baton Rouge**

"Never leave an open razor on the edge of your bathtub, especially with the sharp edge turned up. This is just an invitation for a bad cut. I know from experience from a bad cut on my arm."



**R. A. Landry, Sales Department, Beaumont**

"When it's time to turn on your car headlights during fog, rain or darkness your dimmed headlights will let the other fellow see you much quicker than smaller parking lights. Whenever you are driving and need lights, use the ones that are seen the easiest and quickest. It's just as important that the other fellow see you in plenty of time as it is for you to see him. Give him that important extra time by making it easy as possible for him to see you.

**Jeff W. Roberts, Substation Department, Baton Rouge**

(Mr. Roberts once waited about fifteen minutes for a light to change from red to green on an entrance to a bridge. Thinking the light wasn't working properly, he shifted into low and started across the bridge. A guard on the other end told him, "You had better wait for that light." His safety brainstorm is:) "When you are out driving and come upon a traffic signal at an intersection, watch that light."



**O. W. Reeves, Line Department, Baton Rouge**

(After discussing safety brainstorms with his daughter, Carolyn Ann, they came up with this safety brainstorm.) "Never aim a gun at anyone, even in play, despite the fact you may think it is not loaded. When shooting at a target, always fire towards a bank or hill or a backstop of some kind. Even a .22 caliber bullet is dangerous for over a mile."



**Kyle A. Hutchinson, Service Center Building and Grounds, Beaumont**

"A safe way to polish floors and make them slip free . . . before applying your wax, mix one part of wax to two parts of water. This mixture will give you a highly polished floor, but not a slick floor."





Willis Thames and Sandy Hawthorne, Beaumont home builders, sign up for 100 high-recovery electric water heaters for their new subdivision on old Voth Road. The sale was handled by Ken Maxwell, our builder representative, in cooperation with Si Degulis of Westinghouse.

## Claude Williams To Retire September 1



Claude Williams, porter in the Beaumont Sales Department, will retire September 1, after 29 years of service with our Company.

A native of Smithville, he joined our Company in 1928 as a porter in Beaumont. His entire employment has been spent in Beaumont, where he has served as a porter and as a janitor, being assigned as a porter in the Sales Department in 1947.



"Fried" bird was the result when this feathered fellow flew into one of our transformers. This transformer serves the First National Bank block in Cleveland. Gulf States crewmen are shown in the background restoring service which was interrupted by the "kamikaze" bird.

## gulf staters in the news

Raymond T. Wright, district superintendent, Huntsville, has been re-elected president of the Walker County United Fund organization.

President Nelson has been named to the Board of Directors of the Beaumont Savings and Loan Association.

### Employees Aid Hurricane Victims

A total of \$500 has been contributed to the relief of Hurricane Audrey victims by our Employees Association.

The check has been presented to the American Red Cross by the executive committee of the association, representing contributions from employees throughout our system.



Wanda Faye, three months, and Tonie Joann, four years, pose as their father, Willie Banks, Baton Rouge Garage Department, tries his hand at photography.



# A PEEK AT THE T S A C

1907

(From the BATON ROUGE  
STATE-TIMES)

The Baton Rouge Electric Company will soon begin the operation of its first alternating dynamo at the power plant, but it will very likely be some time before the entire system is changed from a direct current to an alternating current system.

(The following items are from  
PLAIN TALKS)

1928

July was the biggest month from the standpoint of merchandise sales the company has ever had, the totals

in dollars and cents—Beaumont, \$11,165.31; Port Arthur, \$5,524.29; Orange, \$1,289.84; Hull, \$383.06; Silsbee, \$823.96; Nederland, \$895.99; and Jasper, \$1,944.91 . . . On July 1 there were 54 connected to our lines in Montgomery, among them being five G. E. refrigerator users.

1933

**J. W. McMinn** has been transferred from the Beaumont Garage to the Commercial Department in Port Arthur . . . In a recent G. E. refrigerator sales contest, **J. B. Bishop** won a trip to the World's Fair offered by Edmunson Refrigerating Corp. . . . **Bob Cruise**, Beaumont Engineering, also visited the World's Fair on his vacation.

1938

With enthusiasm that promised big results for July and August, Mid-Year sales meetings were held at Conroe, McFaddin Beach and Lake Charles . . . **Ruby Ray Ridley** and several other local delegates attended the State Business and Professional Women's Club convention at Fort Worth.

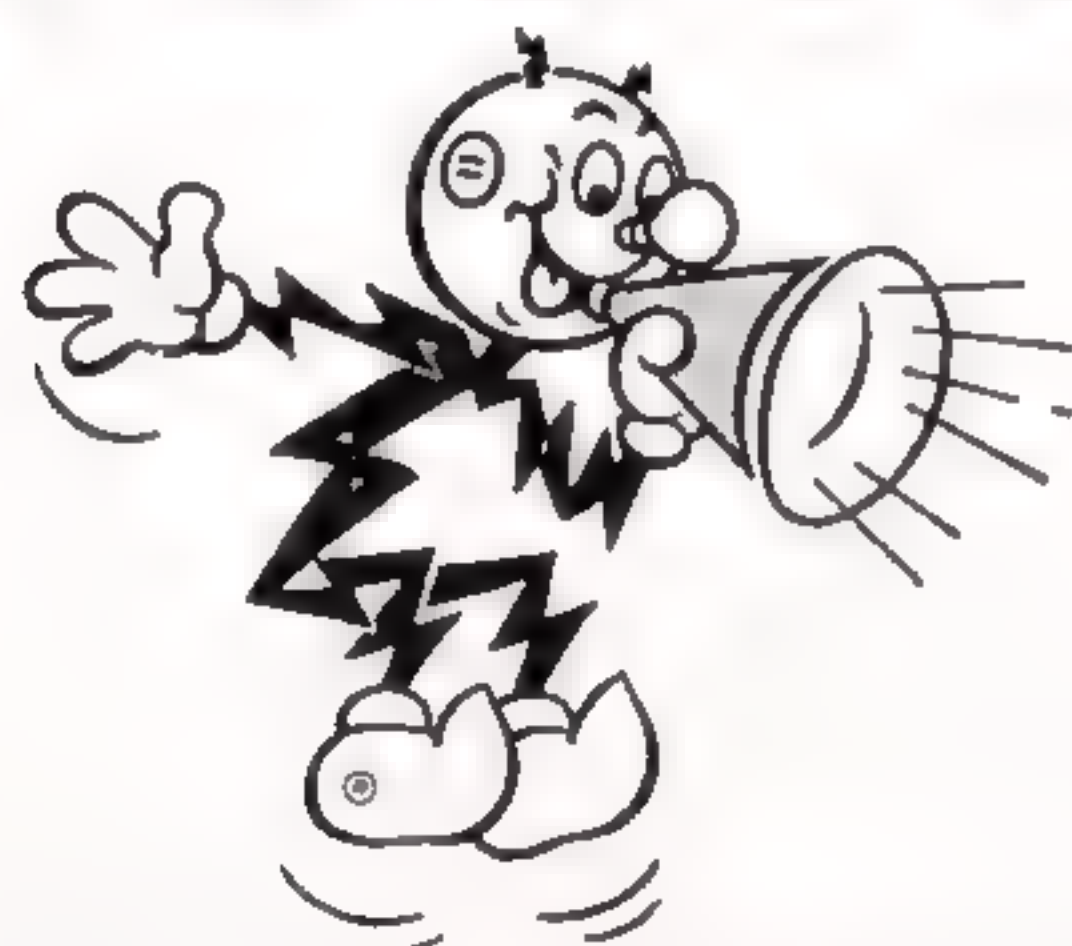
1943

**Cecil Nantz**, Beaumont T & D, has received a V-mail letter from **F. W. Jones** stating that he was recently promoted to warrant officer in the Navy . . . The southwestern regional award for excellence in window and store displays in 1942 was won by Gulf States in a contest sponsored by the Public Utilities Advertising Association according to a recent letter to the Advertising Department . . . Baton Rouge Division sailed through the second quarter without a single lost-time accident and retains possession of the safety contest plaque.

1948

On August 20 at 8 p. m. our Company established a new all-time system peak load of 278,600 kilowatts . . . Informal groundbreaking ceremonies at Baton Rouge's Louisiana Station August 19, marked the beginning of the largest single project in Gulf States' \$82 million expansion program . . . New employees include **Floyd Lee Marston**, Baton Rouge Engineering; **Harold La Fosse**, Beaumont store-room; and **Y. L. Hughes**, Beaumont Engineering.

## SALES CAMPAIGN IS BIGGEST IN OUR HISTORY DESPITE NATIONAL DIP!



3632 Ranges, 746 Water Heaters, 3091 Freezers Sold;

Beaumont Division Leads With 150 Percent of Quota

Although national reports indicate a drop in sales of appliances, final results of our three-month sales campaign on electric ranges, water heaters and freezers, show that it was the most successful in our Company's history.

During the three-months' campaign, which ended June 30, we reached a new high of 7,469 sales. These sales were 122 per cent of the assigned quota of 6,100 units. Total sales of these three appliances exceeded the quota by 1,369 units.

All divisions went over the top in meeting their total quotas. Beaumont Division was leader percentage-wise with 149.73 per cent of the assigned quota. Beaumont also led in highest percentage of range sales. Navasota, placing second with a mark of 144.11 per cent, exceeded their quota in all three appliances and was highest in percentage of water heater quota.

Sales on all three appliances exceeded assigned quotas. Electric ranges gained the largest edge with sales going 1,032 units over the top.

Results of the sales campaign follow:

| Division     | Range Sales | Water Heater Sales | Freezer Sales | Total | Per Cent Of Quota |
|--------------|-------------|--------------------|---------------|-------|-------------------|
| Beaumont     | 1216        | 280                | 958           | 2454  | 149.73            |
| Navasota     | 331         | 134                | 391           | 856   | 144.11            |
| Port Arthur  | 487         | 48                 | 424           | 959   | 116.10            |
| Lake Charles | 647         | 213                | 579           | 1439  | 110.69            |
| Baton Rouge  | 951         | 71                 | 739           | 1761  | 101.15            |
| Total        | 3632        | 746                | 3091          | 7469  | 122.44            |



# PLAIN AND *Fancy* TALK

Backyard picnics and barbecues are currently on the agenda for most Gulf Staters. And thanks to modern outdoor lighting, we can enjoy a wide variety of activities after dark, when the family's together.

An example of some of the many advantages and effects to be obtained through modern methods of outdoor lighting was seen in a recent tour of the W. J. Rogers garden, 1255 Corley Avenue, Beaumont. The tour, arranged by our Home Service Department, was conducted July 29-August 2, with the public invited to visit each evening. The garden effects were planned by Miss Leonora O'Neal, our home service director.

Interesting plants and certain beds in the yard were highlighted with colored floodlights, mushroom reflectors, tulip

fixtures and other types of equipment. One beautiful bed of green and white caladium under an elm tree was lighted (with only three green floodlights) to achieve a moonlight effect. Tropical and semi-tropical plants were silhouetted with dramatic and glamorous results. Of special interest to many who attended the tour was the lighting of the trunk and foliage of a very large golden rain tree.

Not only does outdoor lighting make our yards lovely showplaces and enable us to "dine out", but it permits us to do mowing and other outside jobs in the cool of the evening, lights areas for sports and games and provides an extra "living room" for entertaining. And outdoor lighting has a safety angle, too—it helps prevent accidents and discourages trespassers.

## Smokeless Kettles

- When cooking and eating out of doors, don't forget to rub a cake of soap over the bottom of your kettles before you use them over an open fire. Come cleanup time, the smoke stains will vanish with the bubbles.

## Stitch Holder

- When it is necessary to remove the needles from your knitting, slip the stitches onto a pipe cleaner. Bend the ends back and the stitches won't slip off.

## Smudge Remover

- Use an art gum eraser to remove dark streaks and non-greasy smudges from your pastel-colored textured walls, rubbing it lightly over them. It does a good job and leaves no smudges.

## New Look for Trunks

- Lineolium is so easy to clean, why not cement it to the floor of your car trunk? Keep it waxed and you can easily slide luggage and other articles in and out without scratching them.

## Muted Chimes

- To keep the door chimes from disturbing baby while he takes his nap, tie them with a man's handkerchief, using a single knot on each chime. You can still hear the chimes, but they won't be loud enough to wake baby.



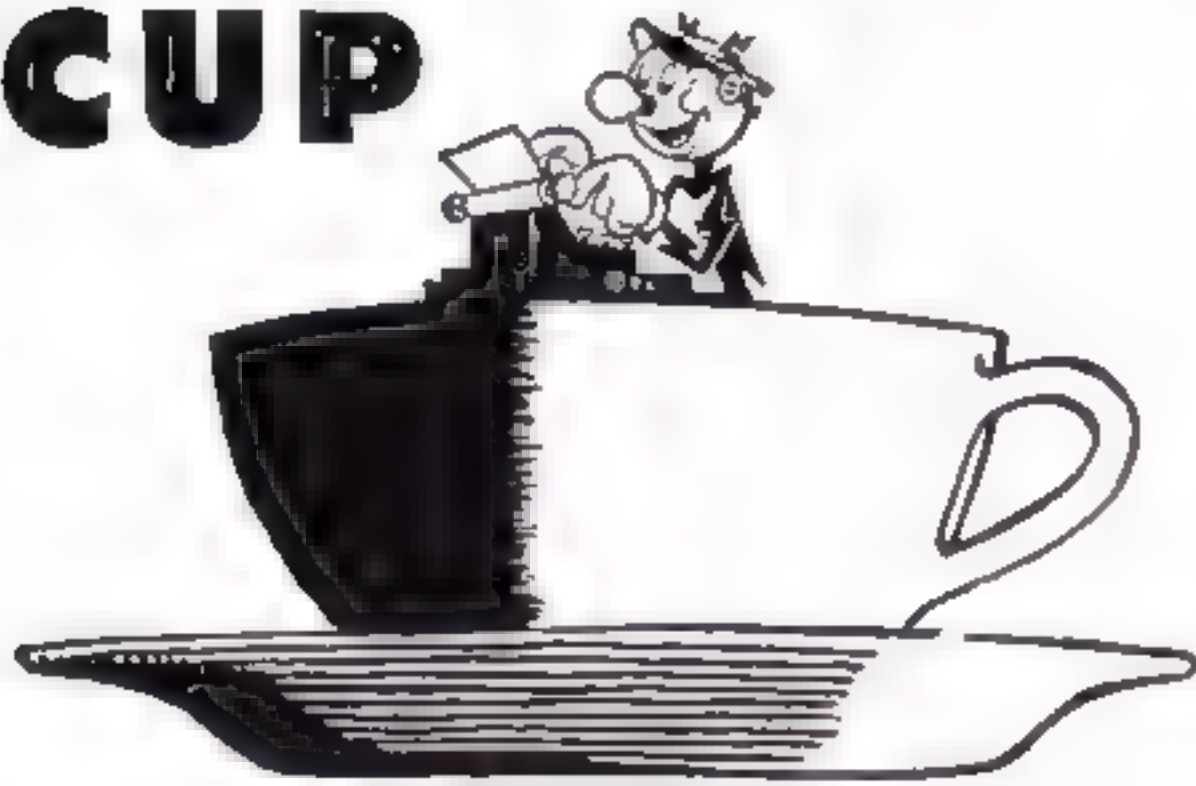
Outdoor parties at home are fun when garden areas, like this one at the Robbins' home, are supplied with imaginative lighting.



Glamor of tropical and semi-tropical flowers and shrubs are given added highlights at the Robbins' home through outdoor lighting.



# over the COFFEE CUP



## KNOW YOUR REPORTER

Each month a thumbnail sketch is carried in this section of the magazine to acquaint PLAIN TALKS readers with their fellow workers who report the "goings on" from the various towns, districts and divisions in our system. Knowing who your reporter is, you can more easily supply her with information which she and PLAIN TALKS are happy to have.

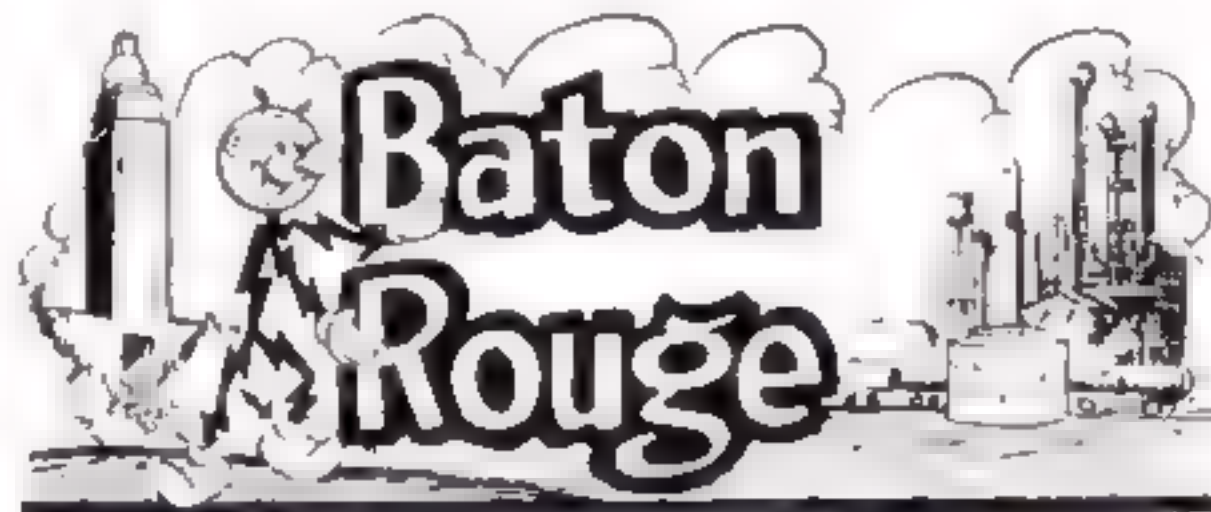


Frances Roshto

Frances, senior stenographer in the Customer Accounting Department in Baton Rouge, has been a Gulf Stater since June, 1948. Her hobbies are dancing and clothes. She says she especially looks forward to vacation time, which she usually spends on the beach in Miami and Havana. Frances was married to James Roshto July 3. (PLAIN TALKS—July.)



Mr. and Mrs. C. J. Soileau and son, Clifton Jr., made this catch while vacationing in Destin, Florida. The two big fish, black roots, weighed 30 and 29½ pounds each. Mr. Soileau is with the Baton Rouge T & D Garage Department.



Louisiana Station Gulf Staters are happy to welcome Dorothy Temple, a new departmental clerk.

—By Marion H. Brown

## LAFAYETTE

Lee J. Pitre Jr. is working with us during the Summer months. A junior at Southwestern Louisiana Institute where he is majoring in electrical engineering, Lee is the son of Lee Pitre Sr., who is a garage mechanic with our Company.

Joseph Welch attended a two-week encampment with the National Guard of Louisiana recently. He is in our T & D Department.

Earl Broussard, company commander with the Louisiana National Guard, accompanied his company on its an-

nual trip to Fort Polk, Louisiana. Earl is in the Sales Department.

Enjoying the comforts of their new home are newlyweds Mr. and Mrs. Charles Nolan. Mrs. Nolan is a departmental clerk and PLAIN TALKS reporter in Lafayette.

Barbara Cortesse, customers clerk, and Cynthia LaChaussee, departmental clerk, were recent visitors to the Crescent City, where they were guests of friends.

Vacation time is still with us and Lafayette Gulf Staters are enjoying themselves tremendously. Mr. and Mrs. Thomas Thayer and family fished at Grand Isle; the Lester Gauthier family sunned and swam in Galveston; and the Cullen Romes visited friends and relatives in Lake Charles. Other vacationers included Edwin Judice, Ivy Beemel, Myrl Narans, George St. Julien, Harry Guidry, Wilfred Duhon, Freddy LeBlanc, Leroy Boutin, Henry Buckalew, Odelon Romero and Nat Broussard.

August's birthday children are Joseph Gallet, Henry Buckalew and Corbett LeBlanc.

—By Cynthia Nolan



Kay, left, and Sue Printz, daughters of Mr. and Mrs. A. J. Printz (he's with our Baton Rouge Garage Department) were contestants in a beauty pageant which climaxed the Baton Rouge Recreation and Park Commission-sponsored youth program last month. Kay was sponsored by Gulf States.





A highlight of the Baton Rouge Division main office's coffee shop party held at Mike & Tony's Steak House last month was the finale in which the Sales Department sang "There's No Business Like Show Business". Members of the group are, front row, left to right, Evelyn Wilsford, Mildred Tribble, Marlene Schwartzenburg, Joyce Cox, Marianne Ward, Dolores Easley and Marcus Andrews; back row, left to right, Jack Worthy, Jim Stelly, Phillip Marquette, Bob Collier, Walter Benjamin, C. B. Barron, Dolph McKowen, W. D. Spillman and Charles Foss. Donald Hood is behind Mr. McKowen.

Miss Sarah Jean Guelfi, daughter of Mr. and Mrs. Peter Joseph Guelfi, (he's office engineer in Construction Budget) was married to **Donald Ray Miller** August 3. The bridegroom is the son of Mr. and Mrs. **Ernest Floyd Miller** of Baton Rouge. The ceremony was at the Calder Baptist Church in Beaumont, with the Rev. Harvey T. Whaley officiating. After a short wedding trip the couple is at home in Baton Rouge, where Mr. Miller is studying law at Louisiana State University.

—By *Lola Martin*

**Jeannette Davidson**, Beaumont Billing, says there's nothing like Mama's cooking, especially if its fresh corn, butter beans and black-eyed peas. Jeannette spent her week's vacation at her parents' home in Hemphill "just eating and sleeping".

The orchid worn by **Mary Dewey** recently was presented to her by her co-workers in the Billing Department in recognition of her 30th anniversary with our Company. Congratulations, Mary.

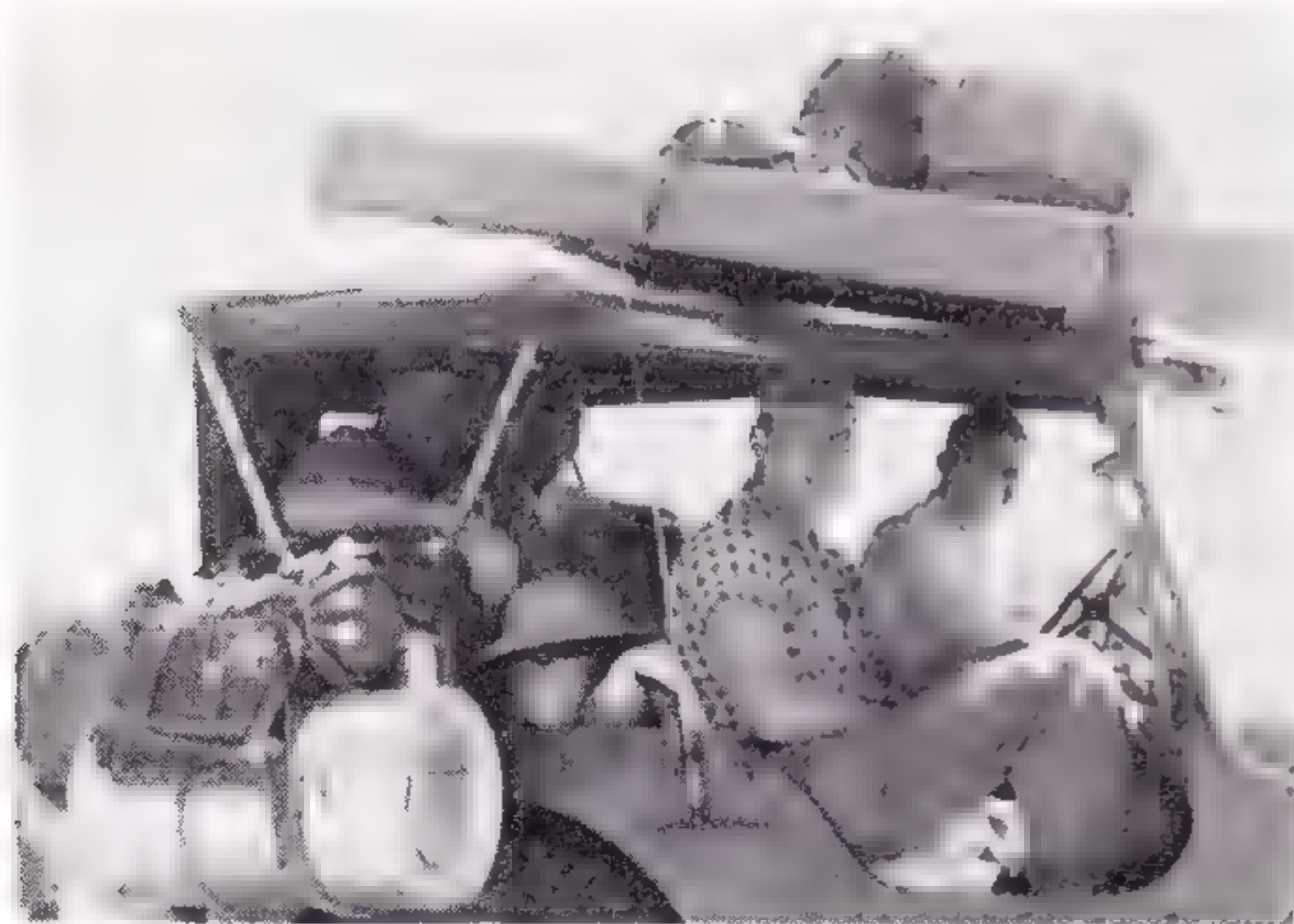
—By *Dora Porter*



President and Mrs. Roy Nelson, and daughter, Janie, left July 23 for a

three-weeks' vacation. They planned to visit Los Angeles, Santa Barbara and spend some time at Pebble Beach, then go on to San Francisco and Denver.

## Gulf Staters Prove "thar's fish in them thar lakes"



Going fishing are, left to right, Lee Scrivener, senior engineering assistant, Navasota; Jim Belew, Palestine; E. L. Maris, Residential Sales, Navasota; and Virgil Foster, engineering assistant, Navasota. The group packed up their gear and spent the week-end of July 5 on a camping trip to the Gulf of Mexico where they fished and just "took life easy".



Happy anglers Orange Commercial Sales Representative O. C. Wingard, Vice President E. L. Robinson, Beaumont Division Manager L. M. "Ditty" Welch and Orange Residential Sales Representative M. J. "Duke" Johnson, found that fish, like sales prospects, respond to good salesmanship. The quartet caught these fine large-mouth bass after the business session of the Beaumont Sales Department's meeting at Hillester, Texas, last month.



**Walter House**, district sales supervisor, has been appointed public relations chairman for the United Fund Drive.

**Cecil Nantz**, T & D supervisor, was recently appointed chairman of the Orange County Chapter of the American Red Cross.

Two of our Accounting employees left July 1. **Mary Guillot**, cashier, is in Orange, "just being a mother and housewife", but **Julia Ann Shreve**, senior clerk, is on her way to Naples, Italy. Her husband has been transferred and the Shreves will live in Naples for the next three years.

**Betty Cagle** is a new employee in the Accounting Department and **Jimmie Mitchell** has joined our T & D Department.

—By Reba Willey



Approximately 50 employees of the "uptown" office gathered for a barbecue at **Bob Sherwood's** camp on West Fork, near Lake Charles, July 20. Profits from the coffee shop were used to provide funds for the party. It was a gay affair and the only complaints heard afterward were "I ate too much" or "The redbugs have just about eaten me up".



Lake Charles employees enjoy the food and fun at a barbecue held at Bob Sherwood's camp on West Fork.



**Mr. and Mrs. Vernon Blanchard Jr.** are parents of a son, **Randall Keith**, born July 21. Mr. Blanchard is with the Production Department at Louisiana Station.

**Mr. and Mrs. Cedric L. Blackwell Jr.** announce the birth of their first child, a son, **Michael Sidney**, born June 14, at Fayetteville, North Carolina, where Mr. Blackwell is stationed with the paratroopers, attending O.C.S. Grandparents are the **Cedric L. Blackwells Sr.** (he's with the Production Department at Louisiana Station).

**Mr. and Mrs. Jeraine Desselles** are parents of a daughter, **Wendy Marie**, born July 16. Mr. Desselles is with the Baton Rouge T & D Substation Department.

**Mr. and Mrs. James R. Stewart** announce the birth of a son, **Dennis James**. The baby, born July 29, is the first son to be born in Mrs. Stewart's family in two generations. Mr. Stewart is with the Baton Rouge T & D Department.

**Mr. and Mrs. W. K. Franklin** announce the birth of a daughter, **Beverly Gay**, who was born June 3. Mr. Franklin is with the T & D Department in Orange.

A daughter, **Wanda Marie**, was born to **Mr. and Mrs. E. R. Vick**, June 8. Mr. Vick is a line foreman at Orange.

**Mr. and Mrs. Jimmy Taussig** of Baton Rouge, announce the birth of a daughter. The child, who was born June 11, is the first grandchild of **Mr. and Mrs. Walter House** (he's sales supervisor in Orange). Mrs. Taussig is the former **Alice Claire House**.

**Mr. and Mrs. Oscar K. Baxley** announce the birth of a son, **William Kyle**, born July 16. Mr. Baxley is in the Commercial Sales Department, Beaumont. Grandfather **O. K. Baxley Sr.** is in the Engineering Department, Beaumont.

**Mr. and Mrs. Eugene Broom** of College Station, announce the birth of a daughter. The child, who was born July 18, is the granddaughter of **Mr. and Mrs. J. P. Pevoto**. Mr. Pevoto is supervisor of Accounting at Orange.

**Mr. and Mrs. Elborn D. Kelly** are parents of a son, **Gordon Dean**, born June 11. Mr. Kelly is with the Production Department at Louisiana Station.

**Mr. and Mrs. Morris L. Jenkins Jr.** announce the birth of a son, **Morris Lee III**, July 8. Mr. Jenkins is with the Production Department at Louisiana Station.

**Mr. and Mrs. Clarence A. Bourgeois** announce the birth of a daughter, **Jeannie**, June 26. Mr. Bourgeois is with the Production Department at Louisiana Station.

**Mr. and Mrs. V. P. Gayle Jr.** are parents of a daughter, **Pamela**, born July 7. Grandfather **Victor P. Gayle** is sales promotion director at Beaumont.

**Mr. and Mrs. Glenn B. Haines** announce the birth of a son, **Michael Holman**, born June 29. Mr. Haines is in the Commercial Sales Department, Beaumont.

## Sympathy

PLAIN TALKS extends sympathy to **C. H. Meeks** and **J. P. Pevoto**, whose wife and sister, **Mrs. Allie Inez Pevoto Meeks**, died August 10. Mr. Meeks, mayor of Orange, is a retired Gulf Stater, formerly superintendent of the Orange District, and Mr. Pevoto is supervisor of Customer Accounts in Orange.

PLAIN TALKS extends sympathy to **Chester H. Drake Sr.**, whose wife, **Mrs. Elizabeth H. Drake**, died August 10. Mr. Drake is a serviceman in Port Arthur.



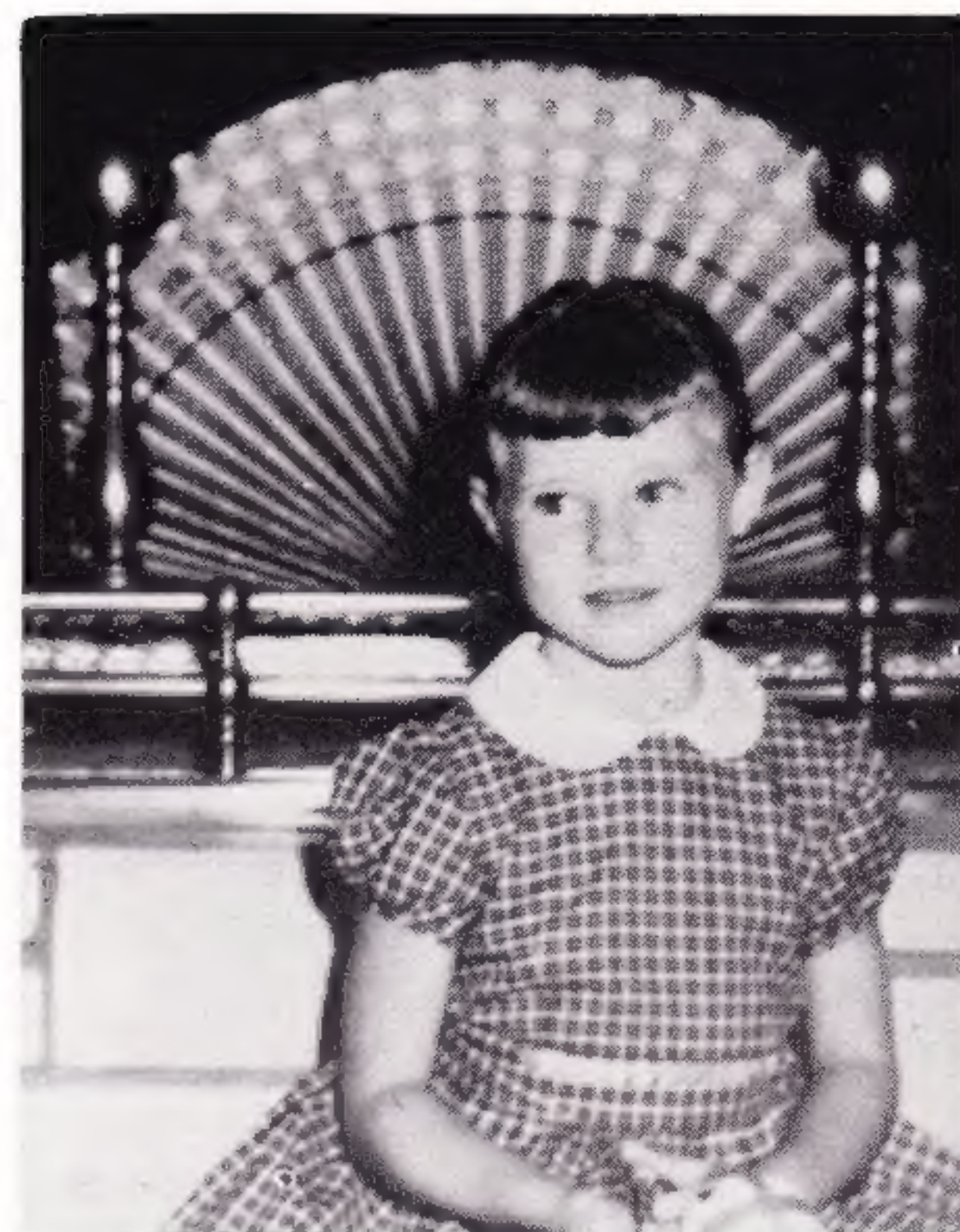
# GROWING with Gulf Staters



Little Miss Connie Hollyfield, who incidentally has bright red hair, is 15 months old. She's the daughter of Mr. and Mrs. Myrl Hollyfield. Mr. Hollyfield is with the Beaumont Surveying Department.



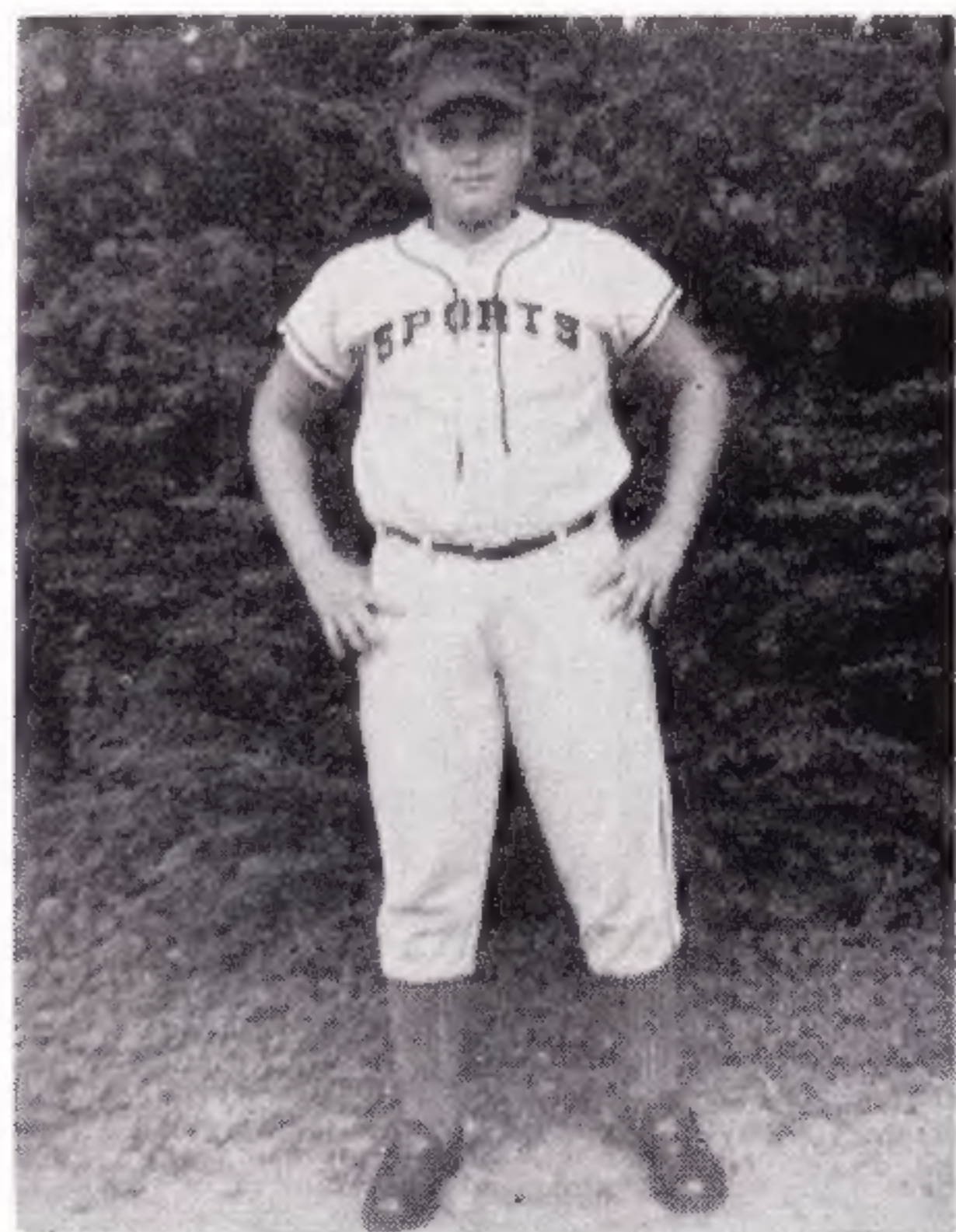
Gail Gautreaux, two and a half years old, sits by "big brother" Gordon, four years old. Their father, Vernon A. Gautreaux, is in the Production Department at Louisiana Station.



Peggy June Carlisle, five years old, had her picture snapped recently while visiting her grandmother, June B. Carlisle, executive secretary, Beaumont. Peggy June's home is in El Paso.



J. Roy Peckham Jr. is shown here with his wife, Pat, and their children, Mike, 5; Ricky, 1; and Pam, 3. Mr. Peckham is with the Beaumont T & D Engineering Department. His father J. Roy Sr., is district superintendent of Lafayette.



Jimmy Thomson, son of W. A. Thomson, supervisor of Industrial and Commercial Sales, Beaumont, was catcher for the Sports Team, winner of the Spindletop Post League championship. The team was managed by Edwin B. Smith and Al Gajeske of the Purchasing Department, Beaumont.





These tools used by Gulf Staters have been declared "unsafe" by our Safety Department. The tools, which are broken, or otherwise hazardous, have been replaced with better and safer ones.

## Safety Department Declares Climbing Tools Unsafe; Brainstorming Contest Continues

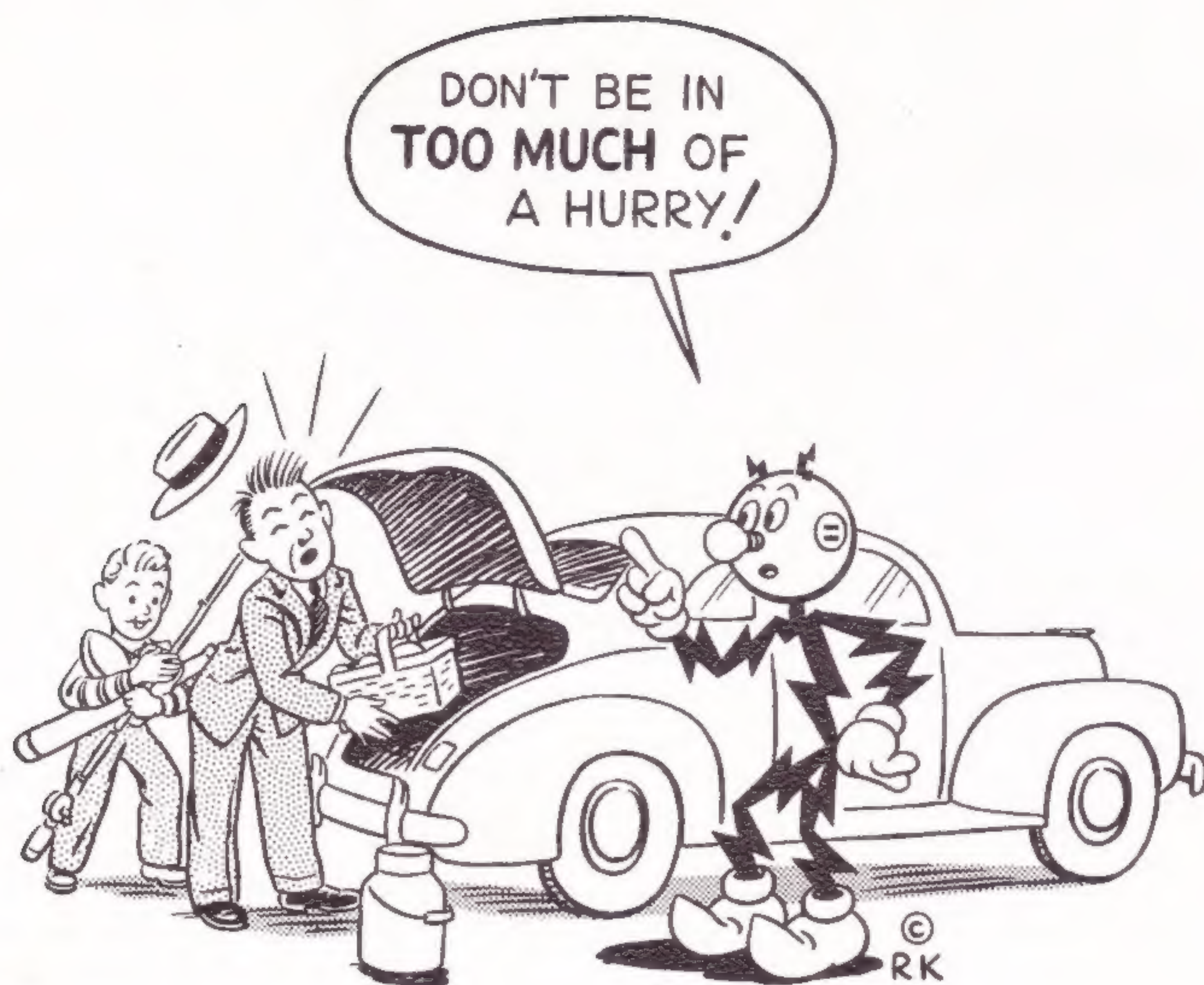


### Ten \$5 Prizes To Be Awarded For August's Best Ideas

"Brainstorming" ideas are now being accepted for the second Safety Brainstorm Contest. To be eligible for the August awards your ideas must be in by midnight, August 31.

The ten ideas judged best will be announced next month and \$5 prizes will be given to each of the employees submitting them. You may send in as many ideas as you wish.





## Company Employees Give Ideas On How To Have A Safe Vacation

Even though vacation planning is behind most of us for the year, we still have next year's to think about.

To help you enjoy a safe vacation, our Safety Department recently asked Gulf Staters to list the things we should do before leaving, enroute and while at our vacation site. Here are some of the best helpful hints. You may want to save them for next year's vacation.

- Get a complete check of your car — oil change, tires rotated, greased, etc.
- Let a neighbor or friend know your route and timetable.
- When packing, be sure to include a first-aid kit, flashlight, road maps and other emergency equipment.
- Do not try and make that "extra 100 miles" — keep alert while driving by taking frequent rests. If you feel tired let someone else take

the wheel or pull over and get some sleep.

- Be especially cautious during dawn or dusk lighting, at night or during a rain.
- Pack games and toys for the children.
- Know the speed and traffic laws of the area you drive through and obey them.
- Find out about the hazards you may encounter in the vacation area.
- Do not swim alone — know where you can safely swim or dive.
- In wooded areas, keep a sharp eye out for snakes and poisonous insects—have a snake-bite kit and know how to use it.
- Do not over exercise, especially after a meal—this is a vacation so take it easy.
- If you are unsure of the water, boil it.
- By following these simple rules you can have an enjoyable, safe vacation and return to the job refreshed.